THE INFLUENCE OF TELEVISION IN PROMOTING AGRIBUSINESS TO THE YOUTH IN KENYA: A CASE STUDY OF SHAMBA SHAPE UP ON CITIZEN TELEVISION

BY

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DECLARATION

Declaration by candidate:

This research project is my original work and to the best of my knowledge, has not been submitted for the award of a degree in any other university. No part of this project may be reproduced without prior permission of the author.

Signature …… **Date** ……...

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Declaration by supervisor:

This research project has been submitted for the award of a Master's degree in Communication Studies – Development Communication, to the University of Nairobi with my approval as the University supervisor.

Signature …… **Date** ……...

Dr. Ndeti Ndati

DEDICATION

To my parents, Mr. Angwenyi Momanyi and Mrs. Jane Angwenyi.

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I would like to express my deepest gratitude to the Almighty God for the gift of life, and many other blessings, without which I would not have completed this project. Dr. Ndeti Ndati, my supervisor, a big thank you for your expertise, patience and guidance from conception to completion of this project. I would also like to thank the School of Journalism and Mass Communication lecturers at the University of Nairobi for the great learning experience in the course of pursuing a Masters' degree in Development Communication.

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ABBREVIATIONS AND ACRONYMS

ABT	Audience Based Theory
AGRA	Alliance for Green Revolution in Africa
CC	Climate Change
COK	Constitution of Kenya
EAFF	East Africa Farmers Association
FAC	Futures Agricultures Consortium
FAO	Food and Agriculture Organization
GOK	Government of Kenya
HCT	Human Capital Theory
ICT	Information Communication Technology
IDT	Innovation Diffusion Theory
IFAD	International Fund for Agricultural Development
ILO	International Labour Organization
KNBS	Kenya National Bureau of Standard
MOA	Ministry of Agriculture
SID	Society for International Development

SMS	Short Message Service
SSA	Sub-Saharan Africa
SSU	Shamba Shape Up
SPSS	Statistical Package for Social Sciences
TV	Television
UNFPA	United Nations Populations Fund
UN	United Nations
USAID	United States Agency for International Development
WHO	World Health Organization

ABSTRACT

Young people form the bulk of the unemployed in Kenya yet; the country has the largest, most diversified economy that earns more than a quarter of her gross domestic product from the agriculture sector. The youth are a great resource to the government's development strategy. The development of the country is hinged on creating and increasing employment opportunities for the youth along the agricultural value chain. The study used Shamba Shape Up on Citizen TV as an illustrative case to analyse the influence of television in promoting agribusiness to the youth in Kenya. The study adopted a descriptive research design and used Audience Based Theory, Innovation Diffusion Theory and Human Capital theoretical frameworks to examine the interaction between television and youth. The study found out that the influence of television in promotion of agribusiness to the youth is not clear. This was evidenced by a significant proportion of youth who were not persuaded by television to engage in agribusiness and a significant proportion of others whose perception of agriculture as a venture for the old was changed by television. The study also found that youth who watched Shamba Shape Up and those who did not watch the programme faced similar challenges and these included informational gaps, inadequate access to agribusiness finance, lack of pieces of land to practice agribusiness on large scale and extreme weather conditions. The study also found out that perhaps both radio and television when used concurrently could achieve great results in promoting agribusiness as evidenced by a significant proportion of youth who have access to radio and a significant proportion of others who accesses agribusiness information on television medium. This study therefore recommends that producers of Shamba Shape Up should have a multi-pronged communications approach that provides market linkages for farm produce, outreach and networking opportunities for youth with financial service providers and the government in order to holistically promote agribusiness. The study concludes that the influence of television in promoting agribusiness to the youth in Kenya, a case of Shamba Shape Up on Citizen TV is inconclusive. However, televisions' engagement with the youth should move beyond passing agribusiness information to addressing the gaps and challenges faced by young people and igniting a wider discussion among the agriculture value chain market actors.

CHAPTER ONE

INTRODUCTION

1.0. Overview

This chapter discusses the background of the study, research problem, objectives of the study, research questions and, justification and significance of the study.

1.1. Background to the study

Youth, according to the UN is a person between the ages of 15 – 24 years old. The WHO defines youth as persons between 10 and 24 years. The Kenya vision 2030 defines youth as any persons between the ages of 15-35. Bahaman et al., (2010), refer the youth as men and women who are young and have abundant energy and strength both mentally and physically. His definition goes beyond the confines of age. This study will refer to the youth as people between the ages 18-30 years. The Kenya National Bureau of Statistics (KNBS) (2009) estimates that there are about 13.7 million youth in Kenya, accounting for about 34.5% of the total national population and with an unemployment rate constituting about 14.5% (Urban, 16.2% and Rural 8.9%). Youth participation is a necessity for many development interventions, the relevance of which depends on the growing age group of 15 to 24 year olds. Societal change, including behavioural change, is often driven by young people (Beyuo et al 2013). Youth participation is the involvements of young people in matters that affect and, an attempt to include them in planning, designing and decision making (FAO 2012). Young people bring energy, vitality, and innovation into the work force, and when their willingness to contribute is matched with opportunity; they can have a transformative impact on economic growth and social development.

Youth are innovative and need be at the forefront of revitalizing the agricultural sector through knowledge obtained from media. The media, with specific reference to the collective entity of newspapers, radio, television and the International Network (Internet), plays an important role in national youth development. National youth development involves changes or advancement in a nation aimed at improving the political, economic and social lives of young people. The real influence of the media in national youth development will depend on the media themselves, the societies in which they operate, and the audience they reach. None of these factors are the same everywhere, at all times, or under all conditions (Nafukho, 2008). The media in dictatorships, for example, are not likely to exercise the same influence as those in democratic societies. Even among similar types of government, other factors such as technology, target audience demographics and the message, may influence the extent of media impact. The potential of agriculture to offer employment for the youth is recognized nationally and internationally. However, as much as agriculture has good employment promises, youth tend to shy away from this sector - it is considered by many young people as dirty and rigorous.

Literature reveals there is decline of youth interest in farming even though they are most productive and are in the prime of their lives both mentally and physically, (Mangal 2009). Youth involvement in agriculture is declining in Africa, Kenya included. Young people are leaving Africa's farms in large numbers; 40% of Africa's population already lives in cities and it is projected that this trend will continue, (Brooks et al 2013). This is because agriculture is not attractive to the youth due to risks, intensive nature and low profitability, (FAO 2012). By definition, agricultural growth is the primary source of poverty reduction in most agriculture-based economies like Kenya.

The expansion of smallholder farming can lead to a faster rate of poverty alleviation, by raising the incomes of rural cultivators and reducing food expenditure, and thus reduces income inequality (Mellor 1966, 1976; Magingxa and Kamara 2003; Diao and Hazell 2004; Resnick 2004; Bahram and Chitemi 2006; Anríquez G. and K. Stamoulis, 2007; and World Bank, 2008).

1.1.1 Media and agriculture development

It is believed that a well-informed society is an organized society because government will be more responsive to their needs, and they will be eager to contribute to achieving their nation's potential. The success of agricultural development s in developing countries largely depends on the nature and extent of use of mass media in mobilization of people for development. The planners in developing countries realize that the development of agricultural extension could be hastened with the effective use of mass media.

Various communication media have been used to transmit agricultural information to farmers in Kenya in line with the national policy on agriculture, notable among them are farm magazines, leaflets, newsletters, newspapers, pamphlets, radio and television among others (Oliver, 1991). Radio is the most utilized medium for disseminating information for mobilizing farmers to participate actively in agricultural extension services. According to Payne, and Wade (2009) Radio has been considered as the most important and most preferred tool of mass communication in Nigeria. Statistics have shown that radio receivers are at least ten times more common than TV sets in developing countries and is the only means of information for two thirds of people living in rural Kenya. In addition, radio is listened to by 80% of people living in developing countries every week, reaching people isolated by language geography, conflict, illiteracy and poverty. Radio and Television have been acclaimed to be the most effective media for diffusing scientific knowledge to the masses.

In the study area where literacy levels are low, the choice of communication media is of vital importance. Both the television and radio media have significant influence in the transfer modern agricultural technology information to literate, semi-literate and illiterate farmers alike. The information shared through media not only improves nutrition among populations but boosts food security and encourages more people to take up agriculture as an income generating activity with the potential to reduce unemployment rates. Due to its in-depth nature of reporting, print media deepens understanding of critical issues, and informs audiences of available opportunities. Print media is relatively cheap and offers buyers the enviable opportunity to read the papers at their own convenient time. It is a permanent medium with high storage value making them suitable for future referencing and research. For both the media and the agricultural sector to reap the most from their symbiotic relationship, there is an urgent need to incorporate the views of farmers and other agricultural value chain stakeholders to promote inclusivity and to reduce indifference towards issues that affect all actors in the sector. When the process is not participatory, there is likelihood that acting on messages disseminated will not get considerable traction. Media plays a key role of bringing concerned parties in one forum to ensure that the principles and agricultural development activities are shared in a timely and relevant manner.

1.1.2 Youth engagement in agriculture

According to the Centre of Excellence for Youth Engagement, is defined as "a meaningful and sustained participation in an activity with a focus outside the self" (Leonard, 2004). This definition of youth engagement has been widely used by many research studies and other literature as the main definition of youth engagement. Other words associated with youth engagement are inclusion, involvement, community youth development, volunteerism, and civic youth engagement (Ministry of Agriculture Animal Industry and Fisheries, 2010).

The poor state of youth participation in agricultural activities in Kenya has been a matter of great concern among agriculturists, agricultural researchers as well as the government.

This is because the decline in active engagement of youth, a most population, in agriculture spells doom on Kenya's hope of being food secure yet young people are the future of the country. For a country to attain economic stability the agricultural sector must be vibrant and the youth encouraged imbibing farming as a noble profession (Ojediran, 1997). The low numbers of youth engagement in the agricultural sector is a major setback, attributed to the inability of the federal government to integrate youth into the mainstream of the numerous agricultural development s implemented over the years (Bertow & Schultheis, 2007). Youth have the potential to overcome some of the major constraints to expanding animal production in developing countries such as pest control, feeding, genetic improvement and protection against predators because they are often more open to new ideas and practices than adult farmers. Youth is the main focus acting as the backbone and catalyst for the country economic development goals (Bahaman et al., 2010).

In Kenya, the average age of a farmer is 60 years. The 2009 census shows that out of a population of approximately 38 million people, youth (15-35 years) and children (0-14 years) together represent 78% of the Kenyan population. The Kenyan unemployment rate stands at approximately 40%. With an ageing population of farmers, it is clear that agriculture needs to attract more youth. Young people play an important role in raising awareness on different subjects (Ijere, 1992). Mobilizing the youth for national development is a common phenomenon amongst the western and developing countries.

In countries such as Great Britain, Netherlands, Denmark, Germany, the United States of America and Tanzania, involvement of youth in agricultural production through youth s had contributed significantly to agricultural development and empowering the citizenry and youth to always meet their full needs and deep-seated aspiration to be self-sufficient in food production (FAO, 1990). Indeed, since the youth are the future of any country, it is useful to develop them into patriotic citizens, future progressive farmers and better citizens. The youth clubs are the nurseries for them (Ajayi, 2006). The poor state of agricultural productivity and low esteem of agriculture as manifested in rural-urban migration, low interest in farming of the youth, lack of industrial firms to process agricultural products and skilled labour among others has led to worsening food deficit in Africa (Djurfeldt & Larsson, 2004). This realization persuades governments to develop strategies create and expand jobs within the agricultural value chain enterprises; and to increase food security by evoking the interest of young people in agriculture. To get youth involved in the agricultural sector, the following questions help to put into perspective a few key points to consider: What is the role of youth in agricultural development? What kind of agribusiness information do youth access in media? Which agribusiness activities do youth participate in? What factors inhibit youth participation in agribusiness activities?

1.1.3 Shamba Shape Up

Shamba Shape Up (SSU) is a makeover educational agribusiness broadcast on Citizen Television, in Kenya in 39 weekly, 30 minute instalments throughout the main cropping season. Each episode is broadcast twice a week – on Saturday afternoon in English, and same time on Sunday in Kiswahili. Each weekly broadcast consists of a visit to a selected farm (Shamba) where current issues and problems facing a host-farmer and household are discussed.

Solutions and opportunities are identified with the help of experts. Potential changes to the farm enterprise are explored through demonstration and explanation. In some cases, a contribution to the costs of making the discussed changes is paid for by SSU. Topics for discussion and demonstration in each episode are sponsored by a wide range of commercial, not-for-profit and public sponsors including Cooper Brands Ltd (suppliers of animal health and nutrition products), International Fund for Agricultural Development (IFAD), International Fertilizer Development Centre (IFDC), United States Agency for International Development (USAID), Alliance for a Green Revolution in Africa (AGRA), the Africa Soil Health Consortium, Syngenta (agro-chemicals) and Kenchic (poultry feeds) among others. Sponsorship is recognized in the; sources of advice are mentioned and trade products and medicinal dosages or treatments are specified. Each SSU instalment covers up to five topics broadly relevant to the stage of the cropping season when the broadcast takes place. The show also broadcasts widely in Tanzania and less widely in Uganda and Rwanda. Print and SMS (telephone text messaging) facilities accompany all programmes. Key messages are summarized and explained in leaflets and SMS systems have been set up to manage questions and requests for information. During each programme, audiences are invited to send an SMS if they would like a leaflet with more information on the topics covered, or if they wish to interact with the show on other matters. The use of SMS and social media in conjunction with SSU seems popular and, with rising access to the internet, social media such as Facebook and YouTube are being used to expand the two-way relationship with audiences. Over an 18-month span, Media has built a database of viewers who have interacted with SSU (mainly by requesting a copy of an SSU printed leaflet) which totals over 70,000 people, spread across all of Kenya’s main agricultural areas.

1.2 Statement of the problem

Kararach et al. (2011) point out that Africa is going through a youth bulge (with more people below the age of 25 than those of ages 50 and above in all its' countries). Countries that depend heavily on agriculture, like Kenya, may not readily create sufficient jobs for the youth in non-agricultural sectors in the medium term (Brooks et al., (2012). Yet, the dream of many young people is to secure a job after completing education in order to build self and the nation. To most, achieving their career goals after the tertiary education is the most critical thing hence they will not settle for anything less than what they have trained for (Lucy 2010). Most of rural youth in Kenya are moving to urban areas in search of alternate jobs to those along the agricultural value chain. However, the urban areas do not create jobs as fast as the influx in population (Leavey and Hossain 2014). This factor has led to high levels of youth unemployment. Youth unemployment is a growing problem in Kenya (Valerie 2009). The Kenya National Bureau of Statistics (KNBS) (2009) census found that unemployment rate is approximately 40% and the youth constitute 70% of the unemployed. The Kenya Economic Report (KER) (2013) states the high unemployment rate is mainly attributed to the fact that nation's economy is dependent on agriculture, mostly carried out by people beyond the youth bracket ages. It is apparent that youth can engage in the sector and avoid indulging in vices such as substance abuse, crime, and sexual immorality (Brooks et al., (2012). Although issues of youth employment are not new on both the international and national policy agendas, most have focused on formal and non-agricultural sectors as avenues of job creation with little emphasis on agribusiness.

Generally, studies on Kenya's agriculture do reveal that the agricultural sector is left to the less educated; and that farmers have low access to technologies, credit and extension services (FAO, 2009). Yet, this analysis is done at aggregate level and conceals policy relevant information.

For instance, with such analysis, it is difficult to understand whether the youth engaged in entrepreneurial activities in agriculture are at a disadvantage relative to their adult counterparts; and to know where the youth are concentrated along the agricultural value chain. In order to address these gaps, this study seeks to analyse the influence of television in promoting youth engagement/employment in agribusiness, which to a great extent is an informal sector, with a focus on Shamba Shape Up on Citizen Television. There is an increase in agribusiness in television in Kenya that target to influence the youth to take up agriculture as an economic activity.

1.3 Objectives

1.3.1 General objective

The main objective of this study is to analyse the influence of television in promoting agribusiness to the youth in Kenya: a case of Shamba Shape Up on Citizen Television.

1.3.2 Specific objectives

1. To find out the type and level of quality of agribusiness information youth have access to on Shamba Shape Up on Citizen TV
2. To identify the agribusiness information gaps that exist among the youth with a focus on Shamba Shape Up on Citizen TV
3. To assess how message reception of Shamba Shape Up influences youth involvement in agribusiness
4. To find out the extent to which Shamba Shape Up's presentation method influences youth uptake of farming as a career

1.4 Overall research question

What is the influence of television in promoting agribusiness to the youth in Kenya?

1.5 Research questions

1. What is the type and level of quality of agribusiness information that youth have access to on Shamba Shape Up on Citizen TV?
2. What are the agribusiness information gaps existing among the youth with a focus on Shamba Shape Up on Citizen TV?
3. What is the influence of the message reception of the Shamba Shape Up on youth involvement in agribusiness?
4. How does Shamba Shape Up presentation method influence youth uptake of farming as a career?

1.6 Justification and significance of the study

Media democratization in Kenya and the emergence of new media platforms have the capacity to influence, increase awareness and involvement of the youth in initiatives such as agribusiness (Carpentier and Francesca, 2013). Agricultural communication is a widely researched area as much as there are gaps between the sector and the media. However, there is insufficient research material on agribusiness communication where youth are targeted to venture into the agricultural sector as one of the ways to reduce unemployment and to increase household incomes. This can be explained by the fact that media use among the youth is largely for social interaction than any other activity. This study is intended to bridge the gap between agribusiness communication and the youth population. The study will analyse the influence of television in promoting agribusiness to the youth in Kenya with a focus on Shamba Shape Up on Citizen Television.

Access to information is a social good, a right enshrined in Kenya's constitution. Zumalt (2004), states: "Effective communication has long been recognized as vital to the food and agricultural enterprises of societies…Communications touches and serves all aspects of agriculture - in fact, it is integral to each and woven throughout each." Media effects on agricultural entrepreneurship therefore cannot be gainsaid. The findings of this study on the influence of television in promoting agribusiness to the youth in Kenya will play the following roles: First, the study will help media houses with agribusiness programmes and Media for Education and Development (Mediae) to understand the unique selling points for agribusiness content consumer and their demographics within the study area. This will be useful in revising/updating content and, as a pitch for current and potential clients to buy-in to advertising and sponsorship spots within the agribusiness. The study hopes that through this, media houses will forge closer working relationships with various agricultural value chain market actors in content sourcing and providing feedback for audiences. Second, it is hoped that the findings of this study will help agricultural value chain enterprises explore ways to effectively partner with television media to disseminate essential information to youth audiences effectively. Third, the findings of this study will be of benefit to the Government of Kenya to identify information gaps that exists among the youth and television media practitioners about the agribusiness sector. This will help revise and/or formulate newer, participatory and inclusive communication strategies that will deepen information flow to spur uptake of agribusiness as an employment option while promoting food security which are all key government agenda. Fourth, the research will be of interest to donor agencies that invest heavily in promoting agribusiness targeting the youth. The findings will help them tweak or modify projects' activities and interventions to ensure that communications strategies for television media effectively 'sell' agribusiness careerism to young people.

Fifth, the findings will provide a platform for scholarly researchers to explore emerging trends and themes from the research in future to ensure right measures are put in place to provide relevant, reliable and useful information and knowledge to reduce the gap existing gap in agribusiness communication. Six, the research findings will help aspiring agribusiness journalists draw meaningful insights on elements that contribute to the success of youth. Lastly, the research anticipates strengthening agribusiness communication as a socio-economic development actor that supports the growth of the economy and improves public life through creating jobs.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.0 Overview

This chapter provided insight on literature review on youth and media, influence of media, unemployment, and media and information literacy by other scholars and researchers. It also concentrated on literature with specific relevance to the objectives and theoretical review of the study.

2.1. The concept of youth involvement in agribusiness projects

Youth participation is a necessity for many development interventions, the relevance of which depends on the growing age group of 18 to 35year olds in Kenya. Young people (Beyuo et al 2013) often drive societal change, including behavioural change. Youth participation is the involvement of young peoples in matters that affect and an attempt to include them in the planning designing and decision making (FAO 2012). Young people bring energy, vitality, and innovation into the work force, and when their willingness to contribute is matched with opportunity; they can have a transformative impact on economic growth and social development. Youth are very innovative and should be at the forefront of revitalizing agriculture. Although agriculture has good employment promises, youth tend to shy away from this sector which is considered by many as dirty and rigorous. The potential of agriculture to offer employment for the youth is recognized nationally and internationally. Literature reveals there is decline of youth interest in farming even though they are most productive and are in the prime of their lives both mentally and physically, (Mangal 2009). Youth involvement in agriculture is declining in Africa, Kenya included.

This is because agriculture is not attractive to the youth due to risks, intensive nature and low profitability, (FAO 2012). Young people are leaving Africa's farms in large numbers; 40% of Africa's population already lives in cities and it is projected that this trend will continue, (Brooks et al 2013). Agribusinesses like any other entrepreneurial entity require start-up capital which is a very crucial element without which business cannot commence. However, most young people do not have access to funding for agricultural purposes (Abdulla 2013). Young people rank very low in the priority of credit recipients from financial institution because they have little or no collateral to secure financing. The banks view youth as high risk and therefore give less attention to their financial requirements FAO (2012). Youth are therefore unable to access credit to strengthen their investment position in agricultural production processes which make it easier to opt out of agriculture, (Gemma et al., 2013). Credit availability increases the ability to invest and improve access to productive inputs and critical agricultural assets important for improving farm productivity and returns, (AVRDC 2007).

Access to finance is a critical barrier to attracting young people to agriculture. Young agro-entrepreneurs, especially women, are usually seen as high-risk clients by financial institutions, and normally lack sufficient collateral against which credit can be mobilized (Fletcher and Kenney 2011). According to Brooks (2013), allowing alternative forms of collaterals could help ease the credit market for the youth. Fortunately, this situation is beginning to change; the last few years have seen the emergence of financing and loan products that target agricultural communities whereby established commercial banks are increasingly interested in financing agriculture FAO (2012). In Kenya, the government allocated funds such as Youth Enterprise Development fund that offers "agri-vijana" loans to entice young people to venture into agribusiness (Lucy et al., 2014).

Even though such loans exist, many young people in Kenya are yet to embrace it. This could be due to inadequate information regarding the loan product; lack or insufficient knowledge on how to run a successful enterprise; among other factors. IFAD (2009) reveals that access to bank credit by farmers is still a major challenge in Africa including Kenya which has a relatively well-developed banking system. Risks associated with agribusiness coupled with complicated land laws and tenure systems that limit the use of land as collateral make financing agriculture unattractive to the formal banking. FAO (2012) reveals that despite the availability of funds, rural youth do not have knowledge on how to draft business plans and how to sell the agro-entrepreneurial ideas to the financial institutions for financing.

The studies reveal that youth are the most in the world population making a great source of change (Brooks et al., 2013). Youth participation is a necessity for many development interventions. Young people (Beyuo et al., 2013) often drive societal change, including behavioural change. Youth participation is the involvement of young peoples in matters that affect and an attempt to include them in the planning designing and decision making (FAO 2012). Youth are innovative and should be at the forefront of revitalizing agriculture. Young people bring energy, vitality, and innovation into the work force, and when their willingness to contribute is matched with opportunity; they can have a transformative impact on economic growth and social development. Youth access to the most crucial asset for agricultural production is limited as the parent holds the ownership of land. Land ownership in many rural settings, where households have access to the resource, is passed on later in the life of the dependents. Ownership of land in many rural settings in Kenya and is acquired majorly through inheritance where the parents subdivide the land to the children. For agriculture to be beneficial to the youth they need to have access to land resource.

The subdivision of land among several dependents reduces the acreage – the youth, thus, end up with a small or no piece of land. Farming in a large farm is economically profitable for farmers enabling them reap the use of effective technology, (Sharma et al., 2010). Youth therefore find it unprofitable to do farming in small piece of land and opts to find an alternative work, which is hard to come by, and hence remaining unemployed. In many settings in Kenya, land is passed on to male siblings; girls and women do not inherit land, this is an impediment for the female gender to pursue agriculture. It should be noted that the Constitution of Kenya (COK), does not discriminate against women owning or inheriting land. However, because of retrogressive culture denying young girls and women the right to inherit land, they are at a disadvantage. Traditional systems bestow land ownership to family heads, invariably the senior male of a household (Aphunu 2010).

Most of the youth are unaware that agriculture is a viable business. Yet, youth are the power and the development of a country depends on their regimented, active and skilled performance (Shamah et al., 2010). Training young people to grow high-quality crops and livestock that can be sold will help them develop income and employment opportunities. With the right support and training young people in rural areas will willing to take up farming as a livelihood and that, with the right support and training; they will stay in the countryside to produce food instead of migrating to towns and cities (FAO 2012). Lack of infrastructure leads to high cost of travel and goods transportation making agriculture less attractive to the youth. Limited agricultural services, scarce access to basic needs such as electricity and safe water, telecommunication services and poor road networks makes it hard for the youth to start business in the sector. The under-developed infrastructure and rural services translate transaction costs for agricultural producers.

The empirical studies in Tanzania reveal that there is relationship between services and infrastructure and agricultural productivity. There is need to provide social amenities and infrastructures that will make the youths lives and work in the rural areas is emphasized, (Aphunu 2010).

2.2. Type and levelof quality of agribusiness information accessible to the youth

Agribusiness has an image problem and its image must be made over. According to the Young Professionals Platform on Agricultural Research for Development (www.ypard.net), bringing the voice of the youth to the table, disseminating information on opportunities in agricultural development, sharing success stories of young role models in agriculture and advocating for greater youth representation and inclusion in policy development are steps in the right direction. It is also critical to establish media partnerships to provide more interesting and glamorous portrayals of agribusiness as a career. In addition, youth must be made aware that ICT, social media and agriculture are not mutually exclusive and can seamlessly integrate. There is a general negative perception with respect to information about agriculture. The youth perceive the agricultural sector as unattractive in terms of returns. Too many young graduates think agriculture is not an attractive career and as such see it as the employment of last resort (John et al 2012). Agriculture in Africa has untapped potential to create jobs, both directly and indirectly. To attract young people to take up agriculture, the sector has appeal to the dynamic youth demographic, who need to have positive attitudes towards creating and taking up employment opportunities in agribusiness. Worldwide and historically, farming as a profession has rarely carried high prestige. Colloquial terms for farmer in English, such as “hayseed” and “clod-hopper,” reflect the low status of the profession even where it yields incomes higher than the national average, (Brooks et al 2013).

Youth perceive that farming is for the school drop outs, the illiterates, and that farming promotes poverty – it is bad business. In Nigeria's Delta State, the youth view farming as an activity for the less privileged in the society and for the aged (Aphunu et al 2010). Attitudes and perception by youth towards agriculture has led to less participation on agricultural sector. The perception that agriculture is a low-income earner contributes to the fact that most youth have not engaged in agribusiness. Tafere and Woldehann (2000) in their paper observed that young people are raised up with career aspiration far beyond agriculture, putting the farming enterprise at risk. This leads to disinterest among youth to be involved in agricultural entrepreneurship. Overall most of youth do not actively search for probe the agricultural information they access; the information they access is often wrong. Studies have shown that wrong information correlates positively and significantly with participation in agricultural production activities and influence the interest of the youth in agricultural activities (Aphunu 2010). Agriculture offers a lot of attractive activities and business and therefore the transformation of the agricultural sector towards a money making entity enable the perception of the society and public towards entrepreneurship to change (Silva et al., 2009). A USAID study in Mali revealed that young people would be willing to pursue agriculture if they thought it was economically viable. In addition, the USAID study found out that most youth perceive that agribusiness is not profitable which explains why the industry is dominated by the elder generation. In Kenya, youth have not fully participated in the agricultural sector as it is viewed as a subsistence activity and a non-profitable venture. Kirui et al., (2010) observed that motivation for the youth to engage in agriculture in Kenya is to transform agriculture from subsistence to commercial farming. Increasing productivity, commercialization and competitiveness of agricultural commodities and enterprises will make agriculture more attractive to the youth (Kangai et al., 2011).

Despite raising awareness on the prospects of agribusiness, many young people struggle to access such information on agriculture (Gemma, 2013). Massive emphasis need to be invested in making information easily accessible in schools, libraries and local municipalities. There is also equal demand for the information to be in a non-technical language that is easy for youth of all demographics to understand. For Africa's youth, experience in adult responsibilities begins early, since children actively participate in productive tasks, paid labour, household chores and taking care of younger siblings. These household and other skills acquired by young people at an early age are generally inadequate to prepare them for work in the modern economy, or more generally, for effective participation in a globalized world (UN, 2007).

Supporting education related to agriculture is essential; training that ranges from how to more efficiently operate small-scale farms, profitably process and market produce, and engage in various kinds of agribusinesses will go a long way to enabling young people engage in agriculture (Abdul et al., 2013). Investments in vocational training and revision of rural vocational and technical education curricula are urgently needed to provide young farmers with the skills they need to successfully compete in agriculture, and to help them increasingly commercialize their operations. Valarie (2009) points out that investment in higher education are needed to prepare the next generation of African agricultural scientists and agribusiness managers, as well as marketing, finance, policy, and engineering specialists those who will further catalyse and sustain Africa's agricultural transformation. Furthermore, Proctor and Lucchesi (2012) in their study observed that in Kenya, agriculture is not the thing to do for most of the young people but a last resort after all other things have failed. The study further revealed that the status of agriculture in East Africa "as a poor man's job" is reinforced even more in schools when students are sent to dig school farms as a form of punishment for a mistake.

It is through TV agribusiness programmes such as Shamba Shape Up that people have gained interest in agriculture beyond improving farm productivity to increasing incomes and creating employment for the young. The provides current and potential farmers with information on various agricultural value chain enterprises with an aim of planting a seed that promotes embracing of agribusiness among the youth.

2.3. Message reception of the Shamba Shape Up and youth involvement in agribusiness

Available literature points to the fact that agriculture remains a key sector where the surplus unemployed youthful labour force can be employed in Africa. Currently, agriculture plays a major role in the lives of the many young people and it is projected to remain so even in the next few decades (FAC, 2011). Indeed, the World Bank's Agriculture for Development Report of 2008 stresses that employment creation in agriculture is likely to happen in countries with large agricultural sectors – Kenya fits this description. With improved agricultural productivity, more and better jobs are likely to be created (World Bank 2008). Not only does a modern and productive agricultural sector have the potential to overcome food insecurity, it can offer employment opportunities to young people (Vale, 2012). Decent livelihoods/employment in agriculture can be created through upgrading the existing jobs in agriculture or by creating new ones (FAO, 2012). Most commentators tend to agree that given the high and volatile food prices that have been experienced since 2010, producing food locally by encouraging young people to join or remain in the sector could be a worthwhile investment (Brooks 2013). The ever increasing demand for agricultural products both regionally and internationally creates yet another opportunity for the youth to actively engage themselves in agriculture and earn income from agricultural activities.

Furthermore, most African countries are producing below the potential yields implying that more improvements are possible with increased labour and land productivity (Brooks 2013). Despite the recognition of the potential of the agriculture sector internationally and nationally, literature points to the decline of youth interest and engagement in farming. Yet, most point out that the young people should be at the forefront of revitalizing agriculture since they tend to be more innovative (Vale 2012). Indeed, if their contribution is matched with the right skills and capital, the much needed youth dividend might be realized (Brooks, 2013). Lack of incentives and drudgery are some of the reasons why the youth are disinterested in agriculture (IFAD, 2011). Brooks, (2013) underscores the current limited effort by most governments to engage the youth in agriculture and target the youth specifically with a view to understanding the constraints they face and devise plausible solutions to overcome them. However, the specific factors affecting youth employment in agriculture have received little research attention nationally. Empirical studies to explain the relative exodus of Kenyan youth from the agricultural sector are scanty.

The current trend however, is that young people are not taking up agribusiness ventures despite increased government support for the sector due to various reasons: Young people perceive agriculture as a profession of intense labour, not profitable and unable to support their livelihood compared to what white collar jobs offer (Youth in Farming 2011). Therefore, the decline in participation of the youth in agricultural production is linked to the rural-urban migration phenomenon. The decision to migrate involves both “push” and “pull” factors (Lewis 1954). The ‘push factors’ include among others - declining national resources; increasing cost of social amenities; loss of employment; and lack of opportunities for personal development. Among the listed ‘pull factors’ is the likelihood of better employment opportunities (Bogue 1969).

However, Akpan (2010), points out that some empirical studies found that economic push factors (such as, the lack of rural credit, unemployment, and rural poverty among others) are most important; while economic pull factors (such as, perception of high wages from urban employment) are dominant. This predisposition is used to help explain why there is a declining involvement of the youth in agriculture in Kenya.

Among the farm specific characteristics, it is found that an increase in average farm-size significantly reduces the tendency to close down farms or leave agriculture. The justification being that large farm sizes make farming much more economically viable for the farmers by enabling them to reap economies of scale and use of better and cost-effective technologies (Sharma 2009). Adekunle et al. (2006) point out inadequate credit facility, lack of agricultural insurance, poor returns to agricultural investment, lack of basic farming knowledge and lack of access to tractors and other farm inputs as the major constraints hindering youth participation in agriculture. Considering the individual characteristics, some of the authors, like Sharma (2009), have found higher education and greater number of skills do lead to greater probability to leave agriculture with exceptions. Sharma (2009) found that possession of non-farm skills seems to be an important factor in determining out-migration of Indian youth from agriculture with the odds of a farmer moving out of farming increasing with skill attainment. On the other hand, Weiss (1999) reveals several other farmers associated with significant characteristics such as gender, age, family size, succession information and attitude towards risk that explain the withdrawal of the youth out of agriculture. Indeed, a number of policy makers and academicians have expressed serious concerns over the "greying of farm sector" because of increased exit and dropping rates of entry into farming by the rural youth (Gale, 2002). The youth with a rural background cope easily with professional and technical work in agriculture.

The most, 80 per cent, of Kenyans live in rural areas where agriculture forms the main source of livelihood. This type of setting exposes the most of Kenyan youth to agricultural activities. However, Adebayo et al. (2006) notes that despite their (youth) rich rural life, farming background and experience, rural youth's effective participation in agriculture can be curtailed in the absence of viable institutional framework for mobilizing, developing and channelling the unique abilities, experiences and aspirations of rural youth towards agriculture. In the same vein, because traditional agriculture is based on the hand hoe and other rudimentary tools, subsistence agriculture holds little or no interest or appeal for young people. Unimproved conditions in Ugandan agricultural have rendered agriculture unattractive to the youth (Youth in Farming, 2011). In circumstances where willingness to contribute is matched with opportunity, the youth have made a big contribution to economic growth and social development (Brooks et al., 2013). Suriname (2011) further points out that the poor image of persons involved in agriculture needs to be changed and the young people are the ideal catalysts for such change given their greater propensity and willingness to adopt new ideas, concepts and technology which are all critical to changing the way agriculture is practiced and perceived. To further attract the youth into agriculture, deliberate efforts by agro-support agencies to make inputs such as good seed, fertilizers, basic mechanization and agricultural market information available and affordable should be undertaken (Mbeine, 2012). Jong-Dae (2012) argues that the very high population growth and growing percentage of the youth in the population need not be seen as liabilities but rather as assets for transforming Ugandan agriculture. The youth possess unique capabilities (dynamism, strength, adventure, ambition), and these are assets for agriculture. Youth represent the most active segment of the population and the engine that do most productive work of the society.

The youth have also been identified as constituting the major resource base for any country which wishes to embark on any meaningful agricultural and rural development projects (Onuekwusi, 2005). Youth are a formidable force in the agricultural production process, constituting a sizeable proportion of future progressive farmers and better citizens, especially in rural areas. Therefore, the youth present an opportunity for a sustained effort to participate in Kenya's development process because they possess greater energy, workforce and potential and have the capacity to drive positive change. Stimulating growth of employment in the agricultural sector remains paramount in countries with a large agricultural sector, and improvements in agricultural productivity can generate more and better jobs in most developing countries (World Bank, 2008).

2.4. Gaps that exist on agribusiness information for the youth

The theory of change behind "agro-entrepreneurship" is enticingly simple – with training in entrepreneurship, access to financial services and land, millions of young people throughout rural Africa will be able to create their own jobs in agriculture. However, the factors working against this theory of change are multi-faceted and can be grouped into two: exogenous; and endogenous factors. Endogenous factors emanate from the youth themselves as reasons for their non-engagement with agriculture.

A four-year study across ten developing countries by the Future Agricultures Consortium (FAC) young people and agricultural policy processes in Sub-Saharan Africa (SSA), shed light on attitudes towards agriculture and the likelihood of being able to address food security concerns via engagement of youth with the sector. The attitudes of the young were found to be:

Disinterest: Agriculture is not considered to be delivering the type of lifestyle and status that young people desire and expect. These are important dimensions of the attractiveness, or otherwise, of agriculture (invariably farming) as an occupation. Agriculture is therefore not anywhere near the top career choice for the 21st century youth yet this is a time when access to communication technology provides enormous access to revolutionary advances in access to information to most of the population. In this respect, agriculture is regarded as a poor person's activity, going beyond living standards to people's sense of pride and self-respect. These are important dimensions of wellbeing and take us beyond narrow, one-dimensional conceptions of what it means to be poor, marginalized and disadvantaged. (ILO 2012b) If agriculture is not able to deliver either the desired living standards or the prospects for upward mobility, then the likelihood of attracting young people into or retaining them in the sector is minimal.

Doubt: youth do not have a strong conviction that agriculture can be a lifelong career choice able to provide for their needs and wants. Thus, they stay aloof and un-involved even when they are well-poised by education or experience to make a living out of it. Most young people have no interest in agriculture. It is not within their own visions for their future. This is often echoed by their parents. By agriculture, people invariably think of farming as: backbreaking work, low input, 365 days a year for little or low return. Those (youth) who see a future in farming believe that it needs to be 'smarter', more productive and more reliable. However, these factors as standalones are not reason enough to compel the youth to believe in a fruitful venture in agro-entrepreneurship.

Negative Perception: youth perceive agriculture negatively – as something one does if he/she failed in school, as migrants to new towns or abroad, or by the side with other non-farm businesses.

Or, agriculture may not be an option at all – pressure on resources, especially land access, pose serious barriers to entry for young people. An apparent sense of insecurity around farming, related to unpredictable climate variability, volatile food prices, rising costs, further acts as a deterrent. Exogenous factors refer to factors that are outside the control of the youth which affect their ability and capacity to engage in agriculture. They include the following: (i) Inadequate access to relevant research material as most of the studies are more technical in nature; (b) Generalizing the youth demographic; (c) Land tenure system; (d) Difficulties to access finance/capital; (e) Inadequate information on agribusiness opportunities for the youth; (f) Poor marketing and media relations; (g) Ineffective career guidance; (h) Exclusion of youth from policy-making processes; (i) Disconnect between agricultural education and practice; and (j) Absence of workable schemes/programmes. The first hurdle faced by young people is the inadequate evidence base on which to build policies. There is frighteningly thin research about situations in which particular groups of young people engage or do not engage in agriculture. What are the effects of gender, educational levels, and household characteristics, proximity to markets, quality of natural resources, land availability, tenure regimes, and access to finance and so on? Second, generalizing the youth demographic is a key obstacle to sustainable agriculture development often overlooked by policymakers. Attitudes of young people towards agriculture vary extensively and some of the distinguishing factors are largely geographic location and land ownership. Even with campaigns to stimulate interest and raise awareness on positive prospects of agriculture, there is a crucial need to segment the "youth" so the right message is tailored for the diverse young audiences.

The reality is, youth who have been exposed to agriculture, for instance those from rural settings where subsistence farming is largely dominant will probably understand the value of agriculture and its role as a key component of food security but might feel that it is not very progressive because most struggle financially and are unable to access finances, information and market linkages to transition to small-scale commercial farming. On the other hand, youth in urban settings might have little or no exposure to agriculture which requires a different marketing approach. Third, the land tenure system in most African countries makes access to land for agricultural purposes an uphill task. Agriculture is a land-based activity and youth are excluded from easy access to the natural resource. This effectively dissuades them from engaging with the sector.

Inadequate information on agribusiness opportunities: Many young people have access to information dissemination tools like mobile phones and other media gadgets yet, there is no enough, relevant and sometimes timely information on agriculture and agribusiness. They are not adequately equipped with information to explore available opportunities in the agricultural sector for commercial gain. Most youth perceive agriculture from the production part only. More emphasis needs to be on making information easily accessible in schools, libraries, local wards and in media programing. There should be an investment too in messaging for the youth population so as to involve this large constituent of the population.

Exclusion of youth from policy-making processes: The youth need to be part of dialogues focusing on agricultural policies. If we acknowledge their vast population dynamics surely we need to include them in the formulation and implementation of policies affecting their future.

In addition, whilst there is also a need to look into new policies that best reflect the current economic, social and political climate, equal focus needs to be invested in the implementation of these policies as in some instances a lot of policies have not seen the light of the day.

Capital, finance and collateral: Most young people do not have access to funding for agricultural purposes. High value collateral required as security for banks and other lending institutions to lend credit is a far reach for youth; countable few meet set guidelines to access the finance. Poor marketing and media relations pose a challenge to promotion of agribusiness to the youth. With increased access to internet-enabled mobile phones, young people get most of their information online. To promote agro-entrepreneurship to young people, who still have access to other media platforms including the mainstream outlets, there is a need to be intentional in marketing and media relations. This can be done in the form of including the voices of the youth in agribusiness – those who are lead farmers and excelling in agribusiness.

Ineffective career guidance: The absence of effective career guidance in schools is a huge component that excludes youth participation in agriculture. Inadequate promotion of agriculture in schools as a tertiary study unit is another key component that adds to the poor interest. Young, urban youth have scanty information on agribusiness. There is a need to hold career expos in rural and urban settings to promote agriculture as a study unit and agribusiness as a career and, avail media with such information to the youth. With higher levels of education, young people seek jobs with higher skill levels than those of smallholder farming activities available locally. But higher unemployment levels, especially among the youth, suggests that work and education are failing as key routes by which people move out of poverty, and as crucial mechanisms linking economic growth to poverty reduction. More children than ever go to school, but what they learn appears to be far removed from the skills needed in the 21st Century.

This is true for the agriculture sector skills than any other. African agricultural graduates often lack practical skills and competences required for successful agro-entrepreneurship.

Absence of workable and feasible schemes and programmes: All the factors identified above can perhaps be mitigated with well-conceived, inclusive and well-implemented schemes. Such schemes will be targeted at a specific segment of the youth population and thus likely to be more effective and efficient. The absence of such schemes is a major challenge (Future Agricultures Consortium, 2009). Further, East Africa Farmers Federation (2009) observed that youth who aspire to farming as a livelihood face many obstacles – some common to all small-scale farmers, others particularly pertinent to their age group. In an East Africa regional youth consultative workshop held in Uganda (East Africa Farmers Federation, 2009) a number of issues were identified that make it difficult to attract young people into agriculture. Shortage of production resources – land, finance; Negative attitude about agriculture; Limited agricultural knowledge and skills as well as leadership and managerial skills; Limited youth groups and associations/cooperatives; Youth involvement in decision-making still low; Attraction of quick gains especially from white collar jobs; Lack of youth policies; Lack of support from elders for youth in agriculture; Lack of experience and skill sharing; Lack of market accessibility; Lack of supportive social services and infrastructure; Unwillingness of educated youth to engage in agriculture; and Absence of youth departments in national farmer federations. Wong (2009) identified the following as being the barriers to youth engagement in agriculture: Farmers clubs lack coordination, harmonization and adequate funding for these initiatives was reported; Negative perceptions, limited access to production resources and lack of institutional support and incentives towards farming; Lack of political will, accountability and support mechanisms to youth concerns in the sector was noted.

Many youth perceive farmers as uneducated, unskilled and as physical labourers who receive low returns from farming when compared to other formal and informal forms of employment; Institutional issues were also identified to include; lack of a sector youth policy, failure to include agriculture among the thematic areas in the National Youth Policy, as well as lack of emphasis on agriculture in the current education system; and There are also no role models in the sector and most of the out of school youth interested in agriculture face numerous constraints in regard to access and control over the resources needed to engage in viable agribusiness.

2.5. Extent of youth uptake of farming as a career through Shamba Shape Up

Youth are very important resources for every nation especially for sustaining agricultural productivity, an important sector for development. Young people are stakeholders in the development process especially in view of the great assets of youth resilience, resourcefulness and perseverance. Unfortunately, this category of people is virtually left out in policies and s considerations (FAO et al., 2009). For instance, the unemployment rate of youth globally was 12.6% compared to 4.8% rate of the adults in 2010 according to United Nation (UN) (2011). This has the potential of tempting most youth to embark on migration especially to urban centres and beyond since this act creates room for accessing job opportunities. This group of people is over 1.8 billion in the world today, 90% of who live in developing countries, where they tend to makeup a large proportion of the population. Youth need to be involved in agriculture and agribusiness because they are an important component to improving food security, livelihoods and creating employment. Agriculture being one of the foundation pillars of any society can only function as such if more youth participation is encouraged. For instance, improving youth productivity in the agricultural sector and exploring effective livelihood diversification is imperative.

Also, investing in the youth by promoting good habit is crucial if they are to realize their full potential. This is in view of the fact that the number and proportion of the older persons is growing faster than any other age group (UNFPA and Help Age International, 2012). The youth with the dynamism and flexibility have the potential as an agent of positive change and this should be ensured by development s. In the most adverse and risky situations, young people have an extraordinary resilience and ability to cope (UNFPA. 2006). As stakeholders, rural-based youth are actively engaged in family livelihood activities and play key support roles within their families and usually desire to be acknowledged, emotionally and financially, for such contributions and for the supporting role they played within their families, in addition to controlling the financial returns from their activities (PAFNET, 2010). Youth exposure to the modern cash economy and technologies that give them access to information from around the world are changing the perceived needs of young people, and this must be recognized especially by leaders, thus harnessing the opportunities and challenges thereof. This category of people is the driving force behind economic prosperity in future decades, only if policies and s are in place to enhance their opportunities (Ashford, 2007). According to Dr. Namanga Ngogi, President of Alliance for a Green Revolution in Africa (AGRA), 60% of Africa's population resides in rural areas and the large most of this population is made up of youth, and the poor participation of this group of young people in farming is a threat to the future of agriculture and rural economic transformation on the continent (Ghana News Agency, 2012). Involvement of youth in agricultural activities has the potential of reducing the problems of the ageing farm population and increasing youth unemployment and this calls for securing the interest and participation of young people in agriculture in the form of deliberate shift in policy, training and promotion that specially targets the youth.

This category of people is not only the productive backbone of every society, the major source of ideas and innovation, but also the main market for food consumption and very often the leaders and drivers of public opinion, public policy and action (Akpan, 2010). Training youth on various opportunities the agricultural sector can offer in terms of income generating initiatives is very crucial. Most of the youth are unaware that agriculture is a viable business. Youth are the power and the development of a country depends on their regimented, active and skilled performance (Shamah et al., 2010). Training young people to grow high-value crops and livestock that can be sold will help them develop income and employment opportunities. With the right support and training young people in rural areas will willing to take up farming as a livelihood and that, with the right support and training; they will stay in the countryside to produce food instead of migrating to towns and cities (Farm Africa, 2014). Youth training on relevant, timely agricultural innovations and methods of utilizing technologies is very crucial towards imparting knowledge on agricultural entrepreneurship and encouraging youth to venture into farming for commercial purposes either on a small-scale or large-scale level. Training and information on new technology particularly in the face of environmental, climatic and market changes which requires new solution and adaptation, (Muhammad-Lawal et al., 2009). Knowledge can lead to more skills to youth as a preparation to establish their own businesses. Easy access to market information is essential for the youth. Market changes rapidly, rising quality standard, growing demands for high value products new type of market arrangements and emergence of new market hence the need for knowledge in marketing skills to get the best price at market, (Akpan 2011). Youth need to take a more active role in local leadership and governance and to gain more access to agricultural and business-related information and networks for them to succeed.

According to FAO (2012), basic farming training on how to improve the quality of their crops and livestock and knowledge on how to grow high-value crops such as vegetables, mushrooms and passion fruits and keep livestock such as fish and poultry farming for business will be beneficial.

2.6. Theoretical framework

This is a collection of interrelated ideas based on theories. It is a reasoned set of prepositions which are derived from and supported by data or evidence (Kombo & Tromp, 2006). This research project was guided by the following theories:

2.6.1 Audience Based Theory

The proponent of Audience Based Theory (ABT) is Stuart Hall. He termed ABT as the theory of Encoding and Decoding. Stuart states that meaning is encoded by the sender and decoded by the receiver and that these encoded meanings may be decoded to mean something else (Fiske, 1987). That is to mean, the senders encode meaning in their messages according to their ideals and views and the messages are decoded by the receivers according to their own ideals and views, which may lead to miscommunication or to the receiver understanding something very different from what the sender intended (Hall 1993). Hall says that there are three different positions audiences (receivers) take in order to decode the meanings within cultural texts, particularly televisual discourses. They are the dominant-hegemonic position, the negotiated position and the oppositional position (Fiske, 1987). The dominant-hegemonic position is when the viewer, or audience member, is located within the dominant point of view. Within this position, there is little misunderstanding and miscommunication, as both sender and receiver are working under the same rule set, assumptions and cultural biases.

It is this position that will allow the transmission of ideas to be understood the best, despite certain frictions that may occur due to issues of class structure and power, specifically between the elites who are able to dictate the rule set and the non-elites who must adopt the elite's rules as dominant (Hall 1993). For example, people who watch Shamba Shape Up are of two categories i.e. those who are literate and the illiterate ones. The literate ones may be able to comprehend the information as compared to the illiterate and this may limit the engagement in the practice.

The negotiated position is when the audience member, or receiver, is able to decode the sender's message within the context of the dominant cultural and societal views (Fiske, 1987). The messages are largely understood, but in a different sense than the dominant hegemonic position. The receivers in the negotiated position are not necessarily working within the hegemonic viewpoint, but are familiar enough with dominant society to be able to adequately decode cultural texts in an abstract sense (Hall 1993). However, it is entirely possible for the audience member to decipher the message as a more personal message, which is when their own biases and viewpoints muddy the decoding process. For example, the people who watch Shamba Shape Up may have their own views in relation to the programme. The viewers may choose to interpret the message the way they feel it is appropriate to them.

This "near view" of the message usually occurs in certain situations that are close to the audience member, as opposed to the general "long view" they take of cultural texts in the abstract (Fiske, 1987). This theory is important in that it provides information on how the youths who watch Shamba Shape Up agribusiness encode and decode information, conveyed by the programme. This helps to create an understanding on what most youth give much attention to with regard to the Shamba Shape Up programme.

Lack of youth training on how to put into practice the information they gain from the programme may greatly affect their involvement in the agribusiness. For example, most of the Kenyan youth are not well conversant with agribusiness and thus when they watch Shamba Shape Up they may not apply the information appropriately.

Audience Based Theory was found fit because the aim of Shamba Shape Up agribusiness on Citizen Television is to deliver messages to the farmers to practice agribusiness. The current study targets the youth who are best suited for the agribusiness activities. The youth have the ability to decode the message that is relayed through Shamba Shape Up. The theory is fit for the study since its participants, who are the youth, are able to decode the senders' message within the context of the dominant cultural and societal views. The message of agribusiness is delivered through the channels the most youth like.

2.6.2 Innovation Diffusion Theory

Rogers (2003) explained the process of innovation diffusion as one dictated by uncertainty reduction behaviour amongst potential adopters during the introduction of technological innovations. Even though innovations typically offer adopters novel ways of tackling day-to-day problems, the uncertainty as to whether the new ways will be superior to existing ones presents a considerable obstacle to the adoption process. For example, in Kenya, most youth are not well experienced in technological innovations. It is therefore difficult for them to adopt new innovations in agribusiness. To counter this uncertainty, potential adopters are motivated to seek additional information, particularly from their workplace peers (Brancheau and Wetherbe, 1990). Innovation Diffusion Theory (IDT) consists of six major components: innovation characteristics, individual user characteristics, adopter distribution over time, diffusion networks, innovativeness and adopter categories, and the individual adoption process.

Arguably the most popular of the six components of IDT centres on the characteristics of the innovation itself. After analysing a variety of previous innovation diffusion studies, Rogers (2003) singled out the following five characteristics of innovations that consistently influence the adoption of new technologies: relative advantage, compatibility, complexity, observe-ability and trial-ability. In the domain of information systems, Moore & Benbasat (1991) built on the work of Rogers, amongst others, and expanded the array of innovation characteristics to seven.

Three of the seven innovation characteristics are directly borrowed from Rogers: relative advantage, compatibility, and trial-ability. The fourth characteristic, ease of use, is a close relative to Rogers' complexity. It is worth noting that both relative advantage and ease of use are subjective characteristics since they can be viewed differently depending on individual perceptions. Moore & Benbasat (2001) also derived three further characteristics. While Rogers (2003) included image as an internal component of relative advantage, Moore & Benbasat (2000) found it to be an independent predictor of adoption. Image is the self-perception that adopting an innovation could result in enhanced social status for an individual amongst his / her peers. The final characteristic - results demonstrability and visibility, are derived from Rogers' observe-ability characteristic. Result demonstrability is defined as the tangibility of the results of adopting an innovation, and visibility as the degree to which prospective users see an innovation as being feasible in the adoption context. For example, most youth may not adopt agribusiness as it is delivered in an agricultural context which most youth dislike.

Moore & Benbasat (1991) remind us, however, that these definitions are, in fact, based on perceptions of the innovation itself, and not on the perceptions of actually using the system. As Fishbein & Ajzen (1980) concur, attitudes towards an object and attitudes regarding a particular behaviour relating to that object can frequently differ.

Agribusiness is a new invention for the youth within the agricultural sector, which needs to be absorbed. The theory will help explain the change of the youth's behaviour and attitudes towards innovations that make practicing agribusiness easier and managing work faster. This is dependent on the level of agro-innovation exposure the youth have. Some youth however, tend to ignore new innovations while some take a long time to adopt the information.

2.6.3 Human Capital Theory

Becker (1962) advocated that human capital theory (HCT) is the overriding perspective on on-the-job training. SSU helps the youth in uplifting their enterprises. This theory views training as an investment; it raises expected future productivity; but, at a cost. The key distinguishing feature of a human capital investment as opposed to an investment in capital concerns property rights. A machine can be sold, but in modern society, men cannot. Individuals have the discretion over the deployment of their own human capital, workers and firms will need to agree on an exchange in the labour market. This implies that how the costs and returns to training are shared between workers and firms is a central concern in the on-the-job training literature. This study sought to analyse how the information from Shamba Shape Up empowers youth to run their agribusiness enterprises.

According to Minkler (2003) relational HCT contributes to a firms' economic performance just like new investments in physical capital. The claim is that better quality of personnel management inside and outside the firm, which is generally referred to as a form of human capital, improves productivity and, therefore, furthers organizational performance. Empirical research has widely shown that informal human capital developing inside the firm's workforce improves the diffusion of productivity and fosters the creation of a stock of knowledge which constitutes an asset for future production processes.

Different from Becker's (1993) notion of "specific human capital", such a stock is relational in nature, and exists only as long as it is shared among workers. The main channels through which human capital may affect labour productivity, human capital fosters the diffusion of knowledge and information among workers, making possible the achievement of certain ends that would not be attainable in its absence (Chadwick, 2007). Managers and employees constantly experience the need to mobilize others' support and advice, well beyond the hierarchical structure of the firm. When formal organizational routines and the knowledge of individuals fail to produce a desired outcome, it is necessary to consult with others who may or may not be part of the formal organization. In the case of this study, agribusiness programmes like Shamba Shape Up on Citizen Television. Each worker should be considered as part of an informal structure whose resources improve problem solving ability from the extension of organizations structure, such as professional networks, friends and colleagues from earlier jobs.

Human capital development and enhancement in organizations tends to create a significant contribution on organizational competencies which in turn becomes a great boost for enhancing innovativeness further. To a large extent, current literature supports the fact that a firm's performance is positively impacted by the presence of human capital practices. Some even endorse human capital development as a prerequisite to good financial performance and in addition, the importance of organizational human capital with regard to firm performance was further supported by Hsu et al. (2007). In addition, evidence shows that the relevance of human capital to firm performance has also become prevalent among the technology-based new ventures, and it seems that the use of human capital tool (emphasizing quality of employees) per say in small technology based new ventures tends to have a great impact on the firms' success (Shalley, 1991).

In the beginning of the 1990s, the new field of economics of information resulted in applications to on-the-job training and showed that it resulted in higher efficiency. This theory will be important for the current study in that youth need to be trained on how to practice agribusiness profitably. The aim of the Shamba Shape Up is to train the youth on how to practice agribusiness to sustainably improve livelihoods. Human Capital Theory fosters the diffusion of knowledge and information among workers, making possible the achievement of certain ends that would not be attainable in its absence. Thus, through his theory the Shamba Shape Up on TV will help assess knowledge of the youth and how that makes them suited to address the current agribusiness challenges.

2.7. Summary and gaps

The reviewed studies reveal that youth are the most in the world population making a great source of change (Brooks et al., 2013). Youth participation is a necessity for many development interventions, the relevance of which depends on the growing age group of 15 to 24 year olds. Societal change, including behavioural change, is often driven by young people (Beyuo et al., 2013). Youth participation is the involvement of young peoples in matters that affect and an attempt to include them in the planning designing and decision making (FAO 2012). Young people bring energy, vitality, and innovation into the work force, and when their willingness to contribute is matched with opportunity; they can have a transformative impact on economic growth and social development. Overall, most of the youth have unfavourable attitudes towards agricultural activities. The studies have also shown that attitude correlates positively and significantly with participation in agricultural production activities and influence youth's interest in agricultural activities (Aphunu 2010).

Agriculture sector offers a lot of attractive activities and business and therefore the transformation of the agricultural sector towards a money making entity enable the perception of the society and public towards entrepreneurship to change (Silva et al., 2009).

Lack of infrastructure leads to high cost of travel and goods transportation making agriculture less attractive to the youth. Limited agricultural services, scarce access to basic needs such as electricity and safe water, telecommunication services and poor road networks makes it hard for the youth to start business in agricultural sector. The under-developed infrastructure and rural services translate to a high transaction costs for agricultural producers and consumers. The empirical studies in Tanzania reveal that there is relationship between services and infrastructure and agricultural productivity, (Temu 2012). There is need to provide social amenities and infrastructures that will make the youths lives and work in the rural areas is emphasized, (Aphunu 2010).

Most of young people have unfavourable attitudes towards agricultural activities yet, the youth, a growing population, are very innovative that should be at the forefront of revitalizing agriculture. Youth and agriculture studies have attracted many researchers across the world. However, limited attention has been given to agribusiness communication, that is, the entrepreneurial aspect of the agricultural sector in targeting the youth in Kenya, a knowledge gap addressed by the current study. The researcher analysed the influence of television media in promoting agribusiness to the youth in Kenya using Shamba Shape Up on Citizen Television, as a case study.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Overview

This chapter discusses the research methodology which was used to carry out the study. It further describes the type and source of data, the target population and sampling methods and the techniques that were used to select the sample size. In addition to how data was collected and analysed.

3.2 Research design

Chandran (2004) describes research design as an understanding of conditions for collection and analysis of data in a way that combines their relationships with the research to the economy of procedures. Krishnaswamy (2009) suggests that research design deals with the detailing of procedures that were adopted to carry out the research study. This research was conducted through descriptive research design. Kothari (2004) defines a descriptive research design as that which involves ―a clear definition of what a researcher wants to measure and finds adequate methods of measuring it along a clear-cut definition of the 'population' he wants to study (p. 37)." Descriptive research was preferred for the study because it concerns description of characteristics of individuals and how they interact with specific phenomenon, in the case of this study, the influence of television in promoting agribusiness to the youth in Kenya.

3.3 Target population

Borg and Crall (2009) describe target population as a universal set of study of all members of real or hypothetical set of people, events or objects to which an investigator wishes to generalize the result. The study, influence of television in promoting agribusiness to the youth in Kenya: a case of Shamba Shape Up on Citizen Television targeted the youth who watch the programme and those who do not, in Ndumberi Ward in Kiambu sub-County in Kiambu County. Youth, according to the UN is a person between the ages of 15 – 24 years old. The World Health Organization (WHO) defines youth as persons between 10 and 24 years. The Kenya Vision 2030 strategic framework defines youth as any persons between the ages of 15-35. For purposes of this study, youth will refer to people between ages 18-30.

3.4 Sample size and sampling technique

Mugenda and Mugenda (2003) states a sample of 10-30% is adequate representation for data collection. According to the Ministry of Youth Affairs (2015), there are approximately a total of 100 registered youth agribusiness enterprises that operate in Ndumberi Ward in Kiambu sub-County. The study used purposive sampling to obtain details of the 100 youth groups to select a sample size of 10% of the 100 registered youth agribusiness enterprises in Ndumberi Ward in Kiambu sub-County. The 10 groups were clustered into 4. Stratified random sampling was used to select 9 respondents from each group who watch Shamba Shape Up and, 6 respondents from each group who do not watch Shamba Shape Up. Respondents, who watch Shamba Shape Up was 36, while those who do not watch was 24. The total youth sample size was 60 – the 40% respondents who do not watch the agribusiness programme helped draw comparison from the findings of those who watch to avoid bias.

Both groups of respondents were between the ages of 18-30. To collect qualitative data, the study purposively sampled Agribusiness Experts and Communications Specialists from Nairobi by obtaining a list of 20 and 30 people respectively from USAID. The researcher employed simple random sampling to pick key informants. Each Agribusiness Expert picked numbers 1-4 then the researcher selected those with the number 4 from the 20; and, each Communications Specialist picked numbers 1-6 then selected those with the number 6 from the 30. In total, 5 Communications Specialists and 5 Agribusiness Experts were interviewed as key informants. The key informants provided technical insights, and a holistic understanding of the challenges and opportunities of television agribusiness programmes in promoting entrepreneurship to the youth. Total participants were 70.

3.5. Data collection instruments

Data collection instrument is a device used to collect data in an objective and a systematic manner for the purpose of the research, data collection instruments can be questionnaires, interviews, schedules and available records (Orodho, 2003). The study used questionnaires and interviews as data collection instruments for youth respondents and, Communications Specialists and Agribusiness Experts respectively. The questionnaires contained both open ended and close ended questions. According to Babbie (2000) questionnaires are effective data collection instruments that allow respondents to give much of their opinions pertaining to the researched problem. According to Kothari (2006) the information obtained from questionnaires is free from bias and researchers influence and thus accurate and valid data was gathered. The questions addressed by the questionnaires sought to gather descriptive data on the influence of television in promoting agribusiness to the youth in Kenya. The questionnaires were self-administered by the respondents while interviews were led by the researcher.

3.6. Pilot testing

According to Orodho (2009), a piloting data collection instruments helps to test the reliability and validity of data collection. The researcher conducted two pilot tests for the questionnaires using convenience sampling method in Ndumberi Ward to ensure that data collected for the study would not only to be reliable but also true and accurate. If a measurement is valid, it is also reliable (Joppe, 2000).

3.6.1 Validity

The content of validity of the data collection instruments will be determined through discussing the internal and external validity. Internal validity is a crucial measure in quantitative studies, where it ensures that a researcher's experiment design and closely follows the principle of cause and effect. Internal validity is an important consideration in most scientific disciplines, especially the social sciences. External validity is the validity of generalized (causal) inferences in scientific research, usually based on experiments as experimental validity. In other words, it is the extent to which the results of a study can be generalized to other situations and to other people. External validity comprises of population validity and ecological validity. Population validity evaluated whether the sample population represents the entire population, and also whether the sampling method is acceptable. The ecological validity looked at the testing environment and determined how it influences behaviour of the respondents. The participants were expected to tick and fill in the questionnaires to establish the influence of media in promoting agribusiness to the youth.

3.6.2 Reliability

Reliability refers to the consistence, stability, or dependability of the data. Whenever an investigator measures a variable, he or she wants to be sure that the measurement provides dependable and consistent results (Mugenda & Mugenda, 2003). A reliable measurement is one that if repeated a second time will give the same results as it did the first time. If the results are different, then the measurement is unreliable. To measure the reliability of the data collection instruments an internal consistency technique using Cronbach's alpha was applied to the gathered data (Mugenda & Mugenda, 2003). Cronbach's alpha is a coefficient of reliability that gives an unbiased estimate of data generalizability and an alpha coefficient of 0.75 or higher indicates that the gathered data is reliable as it has a relatively high internal consistency and can be generalized to reflect opinions of all respondents in the target population (Cronbach & Shavelson, 2004).

3.7. Data presentation and analysis

The study generated both qualitative and quantitative data. Information obtained from the questionnaires and interviews was edited, coded and entered into a computer for analysis using descriptive statistics with the help of Statistical Package for Social Sciences (SPSS) version 17. The software offers extensive data handling capabilities and numerous statistical analysis procedures that analyse small to very large data statistics (Bell, 2007). Descriptive statistics helped to compute measures of central tendencies and measures of variability (Bell, 2007). Descriptive analyses provided the foundation upon which correlational and experimental studies emerge; they also provided clues regarding the issues that should be focused on leading to further studies (Mugenda & Mugenda, 2003). The analysed findings were presented in the form of frequency tables, pie charts and bar charts since they are user friendly and give a graphical representation of the different responses given by the respondents.

3.8. Limitation of the study

There were chances that sampling included respondents with limited awareness of Shamba Shape Up and reflexivity could take place during qualitative interviewing because the researcher supports communications for USAID funded projects in Kenya and East Africa, and understands the dynamics of implementing agribusiness. To mitigate the above limitations, the researcher utilized purposive sampling to ensure the respondents were suited for the study and employed systematic random sampling to select key informants. Moreover, the study triangulated the findings to ensure impartiality with key informant interviews, secondary data and information from literature review. Further, the researcher faced time and financial constraints and visited youth agribusiness groups before data collection to form rapport with the respondents which helped in mobilization efforts and reduced travel costs.

3.9. Research ethics

The study conformed to ethical ideals of conventional research of anonymity and confidentiality, and voluntary participation by respondents (Kimmel, 1988 in De Vaus, 2001). The researcher defended the study's research proposal at a panel at the School of Journalism and Mass Communication at the University of Nairobi and after successfully defending it was issued with a Certificate of Field Work (see appendix 3). The researcher ensured that ethical standards were adhered to throughout the study. To gain confidence of respondents and ensure consent before any interviews were carried out or any information is obtained, the researcher clearly outlined and explained the objectives of the study. The researcher also ensured anonymity is guaranteed through the use of proxies or reference to positions or professions. Storage of hard copies of interview notes, will be securely locked away and will only be available and accessed by those who were directly involved in the research.

The researcher also filled a Declaration of Originality (see appendix 4) that was approved after obtaining plagiarism results of 7% (see appendix 5). The researcher appeared before a panel of scholars at the University of Nairobi to present findings of the study and passed. All corrections suggested by the panel were made and the researcher was issued with a Certificate of Corrections (see appendix 6).

CHAPTER FOUR

DATA PRESENTATION, INTERPRETATION AND ANALYSIS

4.0. Overview

This chapter entails the data analysis and presentation of the findings. The findings are presented based of the objectives of the study.

4.1. Introduction

The main objective of the study was to analyse the influence of television in promoting agribusiness to the youth in Kenya: a case of Shamba Shape Up on Citizen Television. The study was conducted through descriptive research design. The study area was Ndumberi Ward in Kiambu sub-County in Kiambu County. The researcher collected quantitative data using questionnaires from youth practicing agribusiness and qualitative data using key informant interviews from Communications Specialists and Agribusiness Experts. Instrument return rate of questionnaires was 100%. A total of 60 questionnaires were issued to respondents and were all returned. A total of 5 Communications Specialists and 5 Agribusiness Experts were interviewed. Data collected was edited, coded and analysed using Statistical Package for Social Sciences (SPSS) version 17. This chapter covers data presentation, interpretation and analysis of the study objectives in the form of tables, bar graphs, pie charts and narratives. Data has been organized around the study objectives.

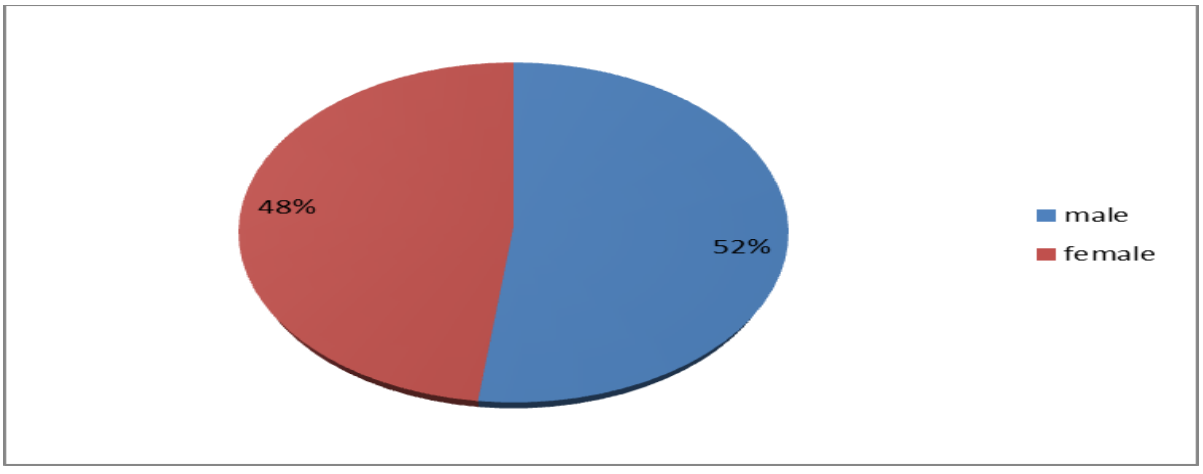
4.2. Demographic information of respondents

The researcher sought to collect characteristics of the sample population such as gender, age, education, occupation and income to understand the demographic segmentation of youth practicing agribusiness in the area of study, Ndumberi Ward in Kiambu sub-County.

4.2.1. Distribution of the respondents by gender

Collecting gender information of the respondents helped the researcher understand the relevance of agribusiness content to both sexes, to reduce bias of data and to find out whether Citizen TV's Shamba Shape Up targeted a specific gender. It is a social fact that more women than men engage in farming. According to Mucavele (2016), "Women are the backbone of the development of rural and national economies. They comprise 43% of the world's agricultural labour force, which rises to 70% in some countries. In Africa, 80% of the agricultural production comes from small farmers, who are mostly rural women." (p. 1). According to World Bank (2013), women make up 80% of Kenya's farmers; only half own their farms, others work the land that belongs to their husbands.

Figure 4.1. Distribution of respondents by gender



Source: Field Survey 2016

There were 52% male and 48% female respondents who engaged in agribusiness activities in Ndumberi Ward in Kiambu sub-County in Kiambu County.

4.2.2 Distribution of respondents by age

The study's main objective was to analyse the influence of television in promoting agribusiness to the youth between the ages of 18-30 in Kenya. Collecting age data from the respondents helped the researcher assess whether there was a particular age bracket that with a high uptake of agribusiness activities. The findings are presented in Table 4.1 below

Table 4.1. Distribution of respondents by age

Age category	Frequency	Per cent (%)
18-21years	10	20
22-25 years	25	50
26-30 years	15	30
Total	**50**	**100**

Source: Field Survey 2016

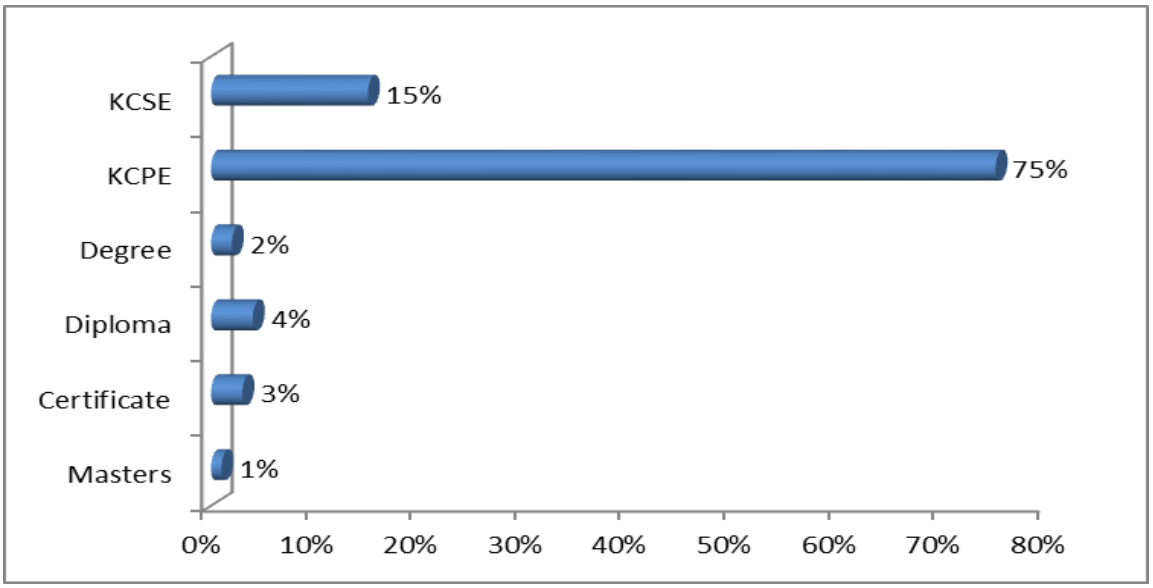
Most of the respondents (50%) practicing agribusiness in Ndumberi Ward in Kiambu sub-County were between 22-25 years followed by those between 26-30 years at 30% while 18-21 year-olds comprised 20%.

4.2.3. Distribution of respondents by level of education

Education is typically seen as a means of improving people's welfare. Gathering respondent's data on education level attained helped the researcher find out whether the sample population was equipped with the literacy and numeracy skills to understand and apply agribusiness information. This aimed to outline how disparities in the level of education would affect responses and outcomes of the study.

The findings are presented in figure 4.2 below

Figure 4.2. Distribution of respondents by level of education



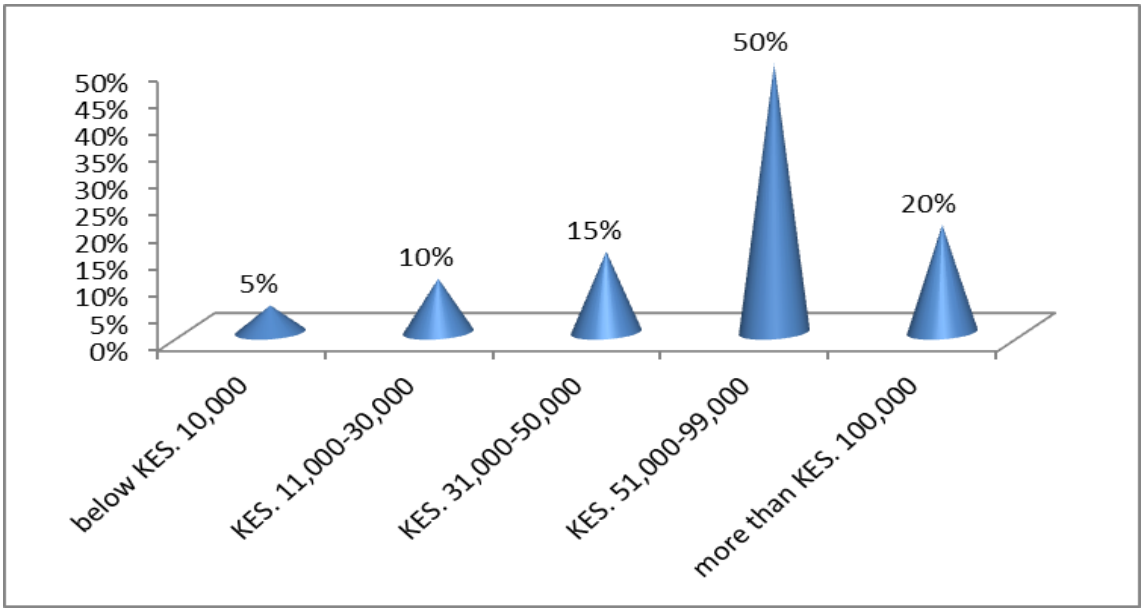
Source: Field Survey 2016

Most (75%) of the respondents in Ndumberi Ward, Kiambu County had primary level education, inasmuch as some of the participants did not sit for their KCPE. 25% had KCSE, 4% a diploma, 2% had an undergraduate degree while 1% had graduate degree.

4.2.4. Distribution of respondents' income

Agriculture remains the backbone of the Kenyan economy. It is the single most important sector in the economy, contributing approximately 25% of the GDP, and employing 75% of the national labour force (Republic of Kenya 2005). The study sought to find out whether agribusiness would be considered as a career as an income generating activity. Access to jobs is essential for overcoming inequality and reducing poverty. The significance of collecting this information was to help the researcher find out whether agribusiness was earning the youth money. The findings are presented in the figure 4.3 below

Figure 4.3. Distribution of respondents' income



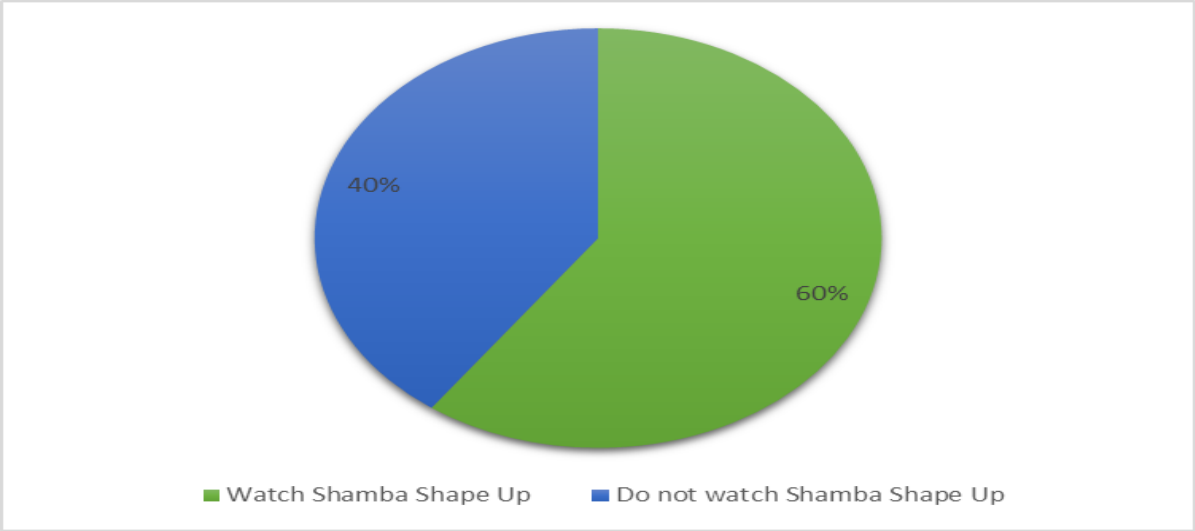
Source: Field Survey 2016

The data collected indicated that most (50%) of the respondents were earning an income of between KES. 51,000-99,000; 20% were earning more than KES. 100,000, 15% were earning between KES. 31,000-50,000; 10% were earning between KES. 11,000-30,000, while 5% were earning below KES 10,000.

4.2.5. Distribution of respondents in relation to Shamba Shape Up

The researcher administered 60 questionnaires to youth who watch Shamba Shape Up and those who do not watch the programme. The purpose was to collect data devoid of biases that might arise by aggregating and generalizing the findings of youth who watch Shamba Shape Up only. Figure 4.4 shows the percentage distribution of respondents in relation to Shamba Shape Up.

Figure 4.4. Distribution of respondents in relation to Shamba Shape Up



Source: Field Survey 2016

Most of the respondents (60%) 36 watched Shamba Shape Up while 40% (24) did not watch.

4.3. Data presentation, interpretation and analysis

This section covers data presentation, interpretation and analysis of findings. Data has been organized around the study objectives as described in chapter one of this research in the form of tables, bar graphs, pie charts and narratives.

4.3.1. Type and level of agribusiness information youth access

The first objective of the study was to find out the type and level of quality of agribusiness information youth access. The researcher collected data from youth who watched Shamba Shape Up and those who did not watch the programme to answer the question: What is the type and level of quality of agribusiness information that youth have access to? This section presents data on youth interest in agribusiness, sources of information for youth and youth access to agribusiness information.

4.3.2. Interest in agribusiness

The study sought to find out how youth developed an interest in agribusiness. The question: How did you develop an interest in agribusiness, helped the researcher establish what influenced the youth to engage in agribusiness. The responses were placed on a five Likert scale ranging from 1 (no extent) to 5 (very great extent). The findings are presented in the table 4.2.

Table 4.2. Interest in agribusiness

Statements	**Mean**	**Mean %**	**Std. Dev.**
I grew up in a farm and got involved in farming at an early age	4.75	95%	0.179
Farming is an alternate employment opportunity for the youth	4.45	89%	0.285
There are great returns in farming; demand for food is high and supply low	4.65	93%	0.231
My decision was influenced by media, family, friends, colleagues etc.	4.80	96%	0.345

Source: Field Survey 2016

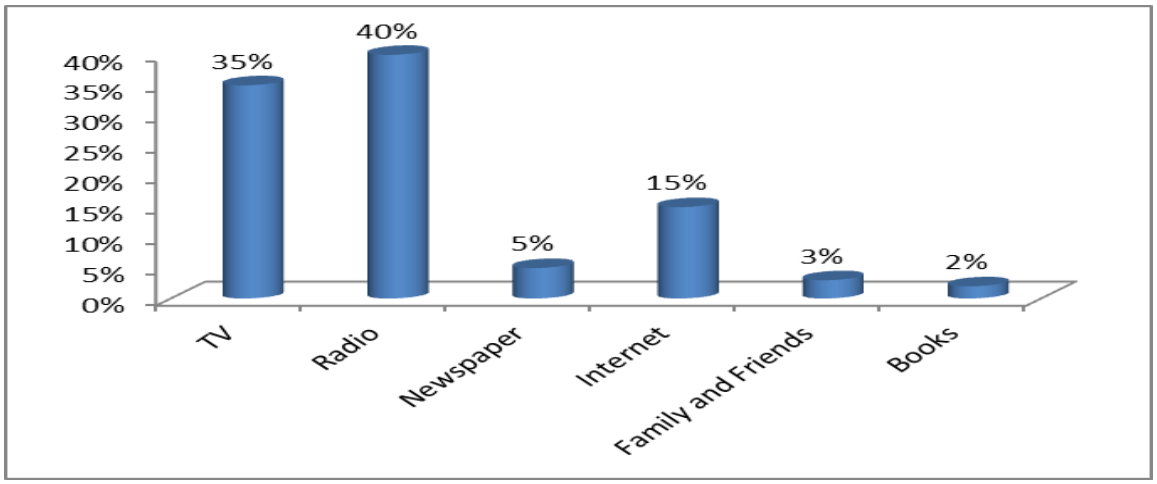
Findings in figure 4.2 shows that a significant proportion of youth involved in the study indicate that media had somewhat influenced them to participate in agribusiness. Most 96% (mean=4.08) of the respondents' interest in agribusiness was to a very great extent, influenced by media, family, friends, and colleagues. The responses on youth interest in agribusiness were verified by questions that asked them to tick where appropriate on whether: they grew up in a farm and got involved in farming at an early age 95% (mean=4.75);

They believed that there are great returns in farming; demand for food is high and supply low 93% (mean=4.65); farming was an alternate employment opportunity for the youth while 89% (mean=4.45). The findings can be attributed to the fact that the study targeted respondents who practiced agribusiness and were therefore predisposed to various factors that necessitated their uptake of agribusiness. These findings concur with a study by Kirui et al., (2010) who observed that in Kenya, the motivation for youth to engage in agriculture and to transform from subsistence to commercial farming is mostly encouraged by parents and other family friends who view it as productive. Increasing productivity, commercialization and competitiveness of agricultural commodities and enterprises will make agriculture more attractive to the youth (Kangai et al., 2011).

4.3.3. Sources of information

The study sought to find out how the youth accessed information by asking: What are your sources of information? To establish this, respondents were required to respond by ticking media they had access to. The results are presented in figure 4.5.

Figure 4.5. Sources of information



Source: Field Survey 2016

Most (40%) of the respondents indicated that they obtained information from the radio; 35% indicated TV; 15% indicated internet; 5% indicated newspaper; 3% indicated family and friends; while 2% indicated books. This outcome points out to the accessibility of radio and television media to disseminate information to broader audiences compared to 'paid media' like newspapers, books and the internet because audiences need to pay for the latter media. A key informant specializing in communications said:

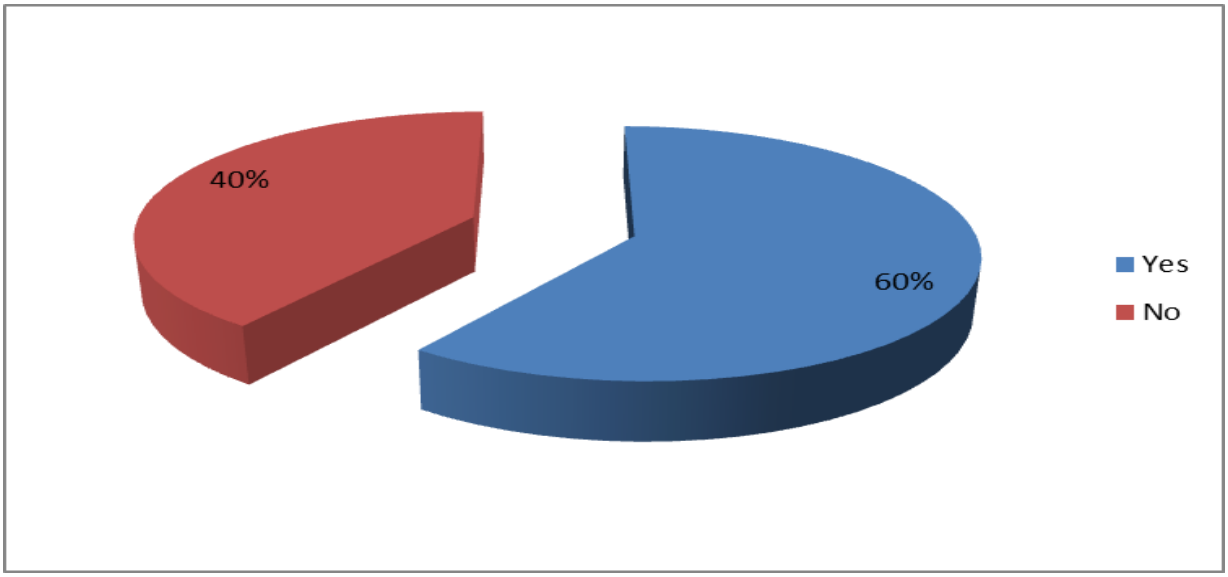
> *"Radio is undeniably the most accessible medium for young people – they do not need a physical, traditional radio to be in touch with what's happening in Kenya and around the world, they own phones that are embedded with radio applications. For those who do not have radio-enabled phones, a radio cost is much more affordable compared to television and print media," Key informant, Communications Specialist 1.*

Key informant interviews also revealed that youth had more access to radio as an information source than any other media. Both quantitative and qualitative findings on information access are in agreement with a study by Gemma (2013), who states that many young people have access to information dissemination tools like radio and other media gadgets. According to Payne and Wade (2009), radio has been considered as the most important and most preferred tool of mass communication in Nigeria while 80% of people living in developing countries every week, reaching people isolated by language, geography, conflict, illiteracy and poverty. In Kenya, many studies have shown that radio receivers are at least ten times more common than TV sets because they are more affordable. In addition, radio is the only means of information available for two thirds of people living in rural Kenya.

4.3.4. Access to agribusiness information

The study sought to find out whether youth had access agribusiness information. The specific question was: Do you have access to agribusiness information? Respondents were required to give a Yes / No answer. Figure 4.6 shows the results.

Figure 4.6. Access to agribusiness information



Source: Field Survey 2016

The findings show that most (60%) of the respondents had access to agribusiness information while 40% did not. Aforementioned findings indicated youth had access to some sources of information. However, the finding that some youth do not have access to agribusiness information points out to the passiveness of media in reaching out to young audiences practicing agribusiness and, the inadequate effort by some youth to search for agribusiness information. In the last few years, coverage on Kenyan agribusiness content has increased in journals, magazines, newspapers, and radio and television stations. A key informant specialized in communications said:

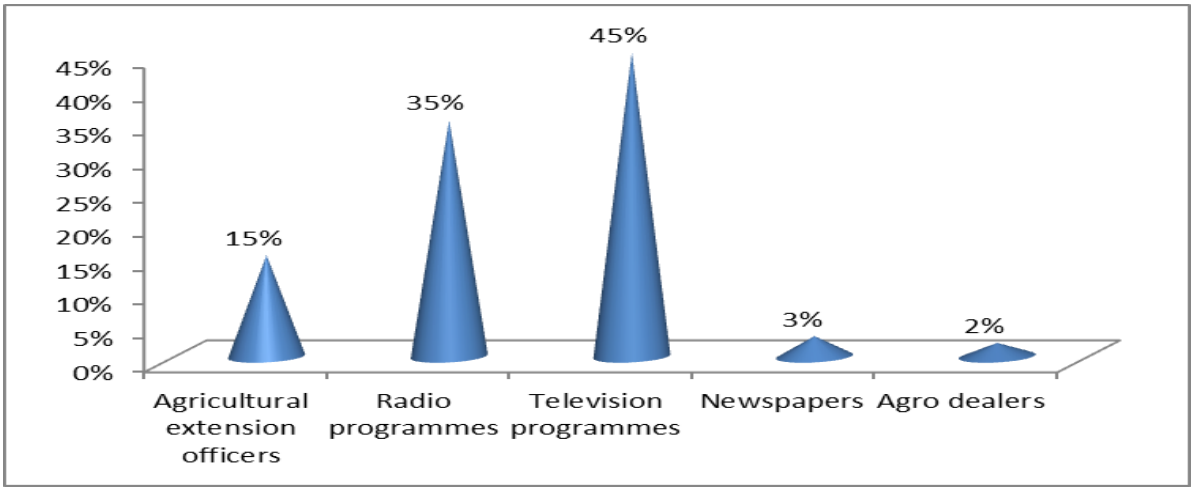
> *"One's interest or perception of a subject or topic is a key factor to for audiences including the youth to proactively search for information. When a young person is uninterested in agribusiness, he/she does not actively search for information. There are however instances where one listens to agribusiness information not because they have chosen to but because they are in contexts where that is what is listened or watched by other people," Key informant, Communications Specialist 2.*

The key informant's views are in agreement with a study by Mangal (2009) who argued that youth perceive agriculture negatively as something one does if he/she failed in school, as migrants to new towns or abroad, or by the side with other non-farm businesses. On the other hand, Gemma (2013) found that despite raising awareness on the prospects of agribusiness, many young people struggle to access such information. Accessing the right information is a key component to promote behaviour change. A key informant specializing in agribusiness concurred with quantitative data that most youth have access to agribusiness information:

> *"I believe most youth have access to agribusiness information which helps them practice agriculture entrepreneurship. This can be explained by the increasing interest of youth in agribusiness ventures. They have access to this information through print media, the internet, television and radio with a focus on farming as a business. For example, Inooro FM broadcasts "Mugambo wa Murimi" – an agribusiness, in the morning and evenings. The choice of media to access agribusiness information may depend on youth preference and access," Key informant, Agribusiness Expert 1.*

Further, the study asked respondents who had access to agribusiness information to indicate their sources. The specific question: What are your sources of agribusiness information? Figure 4.7 presents the findings.

Figure 4.7. Sources of agribusiness information



Source: Field Survey 2016

The findings indicated that of the 60% respondents with access to agribusiness information, 45% received the information on television programmes; 35% radio programmes; 15% agricultural extension officers; 3% newspapers; while the least (2%) got information from agro-dealers in the study area. This data indicates that when it comes to agribusiness information, youth prefer television to radio. Aforementioned findings indicated that radio was accessed the most for general information at 40% followed by television medium at 35%. In addition, it should be noted that access to agricultural extension officers, newspapers and agro-dealers has a recurring cost implication unlike radio and television. It is a possibility that part of the reason why youth in Ndumberi Ward relied on television and radio could have been driven by cost.

A key informant specializing in communications said:

> *"Both radio and television have distinct advantages as channels of communication. Radio is passive - it does not require the youth to stop everything they are doing to listen the agribusiness audio. On the other hand, TV is an active medium. It requires one to listen to and see what is demonstrated, inputs applied in the farm and the kind of output the featured farmer gets. The channel choice for the youth is dependent on time, access and to a certain extent cost," Key informant, Communications Specialist 3.*

A key informant specializing in agribusiness said:

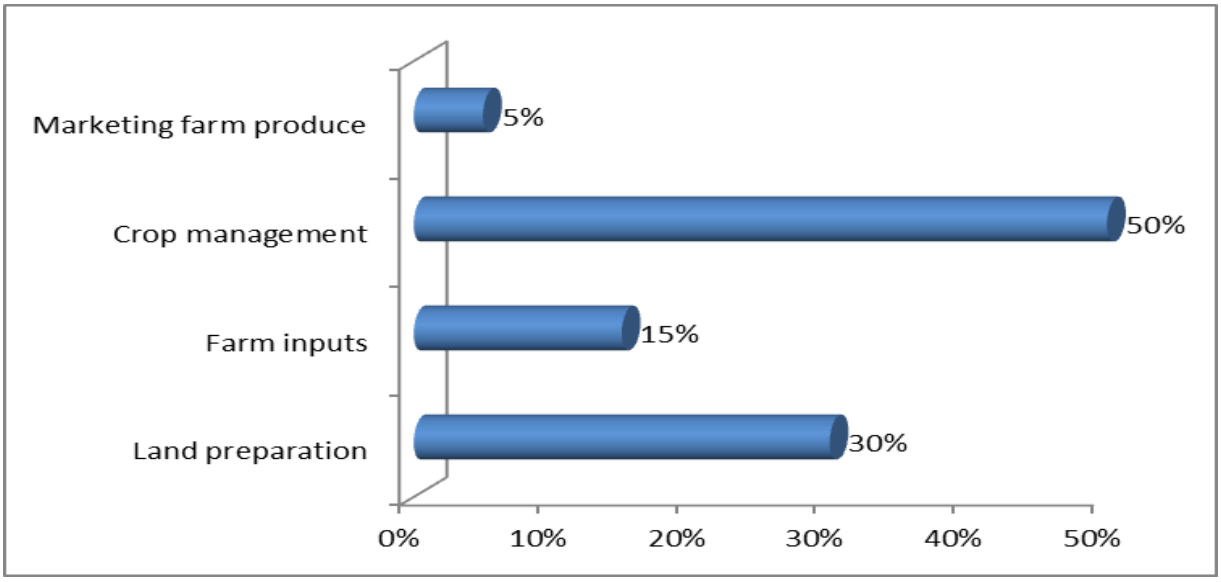
> *"I like to think of agribusiness as a "show business as much as a tell business." As long as the sources of information can describe and demonstrate to entrepreneurs what they need to know, the medium is of little importance," Key informant, Agribusiness Expert 2.*

The Communications Specialists' opinion echo aforementioned findings of this study that radio is most accessible and other studies that argue radio reaches audiences isolated by language, geography, conflict, literacy, conflict and poverty. The Agribusiness Experts' opinion on the advantages of television as a medium for agribusiness information concurs with the quantitative data from Ndumberi Ward youth who indicated television as their favourite source of agribusiness information.

4.3.5. Type of agribusiness information accessed by youth

As indicated in this chapter that 60% (36) respondents had access to agribusiness information, the study further asked: What type of agribusiness information do you get from your sources? The findings are presented in figure 4.8

Figure 4.8. Type of agribusiness information accessed by youth



Source: Field Survey 2016

The findings indicate that most (50%) youth accessed content on crop management; 30% on land preparation, 15% on farm inputs; while 5% indicated marketing farm produce. The findings reveal agribusiness content was mostly on crop management than marketing. The findings concur with a study by Oliver (1991), who asserts that the information shared through media is mostly on crop management and how to gain high yields. Likewise, Abdul et al., (2013) found that supporting education related to agriculture is essential; training that ranges from how to more effectively operate small-scale farms, profitably process and market produce, and engage in various kinds of agribusiness will go a long way in enabling young people engage in agriculture.

Crop management is an area of interest for improving nutrition, boosting food security and encouraging uptake of good agricultural practices to reduce poverty and unemployment rates in an agriculture dependent country like Kenya.

4.4. Agribusiness information gaps that exist among the youth

The second objective of the study was to identify the agribusiness gaps that exist among the youth in Ndumberi Ward in Kiambu sub-County in Kiambu County. The researcher collected data from youth who watched Shamba Shape Up and those who did not watch to answer the question: What agribusiness information gaps exist among the youth? The findings supporting this objective are presented below.

4.4.1 Information access limitations

The study sought to collect qualitative data on what limited youth access to information. The researcher asked: List some of the obstacles that limit youth access to information sources. The findings indicated that most youth lacked adequate finance, while some cited illiteracy and ignorance as limitations to access information. However, the findings contradict data collected by the researcher for this study that indicated: (i) most (50%) respondents earned an income of between KES. 51,000 – 99,000 while 5% earned less than KES. 10,000. The findings indicate that most youth have access to some finances to buy affordable radio sets. However, it is a plausible possibility that household expenses for the youth could be greater than the incomes; (ii) All respondents have some level of literacy and numeracy skills, none of the study participants indicated that he/she did not have any formal education which reveals that illiteracy and ignorance would not necessarily be a hindrance to youth access to information.

A key informant specializing in communications said that inadequate finance was an obstacle for youth to access information. The informant said:

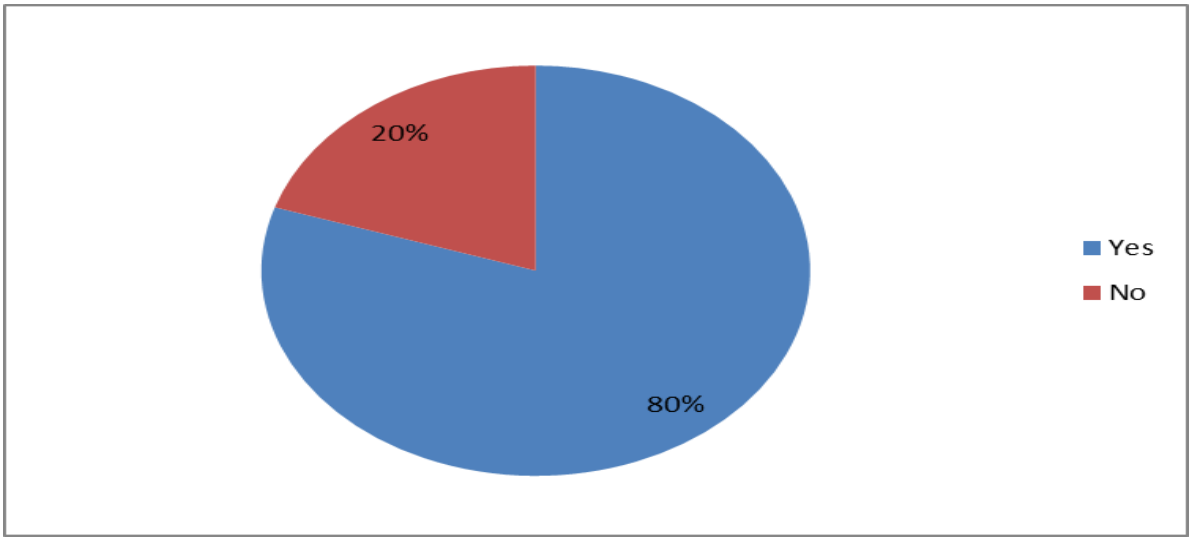
> *"Radio frequencies in rural, marginalized areas are unreliable because media houses do not find it worth investing infrastructure when the population will not have any significant effect on the audience numbers. However, in poor households it holds true that purchasing a radio is not a priority," Key informant, Communications Specialist 4.*

The key informant's view on criteria used by media houses to invest in radio infrastructure especially in rural, marginalized areas with sparse populations give insight on why radio frequencies in such locations are mostly unreliable, a case that was not applicable in Ndumberi Ward, the area of study.

4.4.2. Challenges in agribusiness

The study asked respondents to indicate whether they faced any challenges in agribusiness. This was a yes/no question. The findings are presented in figure 4.9.

Figure 4.9. Challenges in agribusiness



Source: Field Survey 2016

The findings revealed most (80%) respondents faced challenges in agribusiness. This data helped the study to further understand gaps and specific challenges Ndumberi Ward youth faced. The researcher sought to collect qualitative data from respondents by asking: What agribusiness challenges do you face? The findings revealed that inadequate access to affordable finances to purchase inputs; lack of pieces of land where they could practice agribusiness on large scale; and extreme weather conditions that lead to the damage of crops and destruction of crops by pests which lead to great losses, as agribusiness challenges experienced. During the course of the study, the researcher found that inadequate access to affordable finances was a major constraint for youth uptake of agribusiness as a career. A key informant specializing in agribusiness said:

> *"There are two main categories of challenges faced by youth, namely information and finances – both are interrelated. Youth could lack the right information to improve productivity and increase incomes or have inadequate finances to help them access the right information to improve productivity and to potentially increase agribusiness incomes," Key informant, Agribusiness Expert 3.*

The findings were validated by Wong (2009) who identified the following as challenges for youth engagement in agriculture: Farmers clubs lack coordination, harmonization and adequate funding for these initiatives was reported; negative perceptions, limited access to production resources and lack of institutional support and incentives towards farming; lack of political will, accountability and support mechanisms to youth concerns in the sector among others. Likewise, Abdulla (2013) found out that most young people do not have access to funding for agricultural purposes, while FAO (2012) stated that banks view youth as high risk and therefore give less attention to their financial needs.

4.4.3. Gaps in agribusiness

The study sought to find out the gaps that existed in agribusiness. The researcher asked respondents to rate their agreement or disagreement with below statements on a five Likert scale ranging from 1 (no extent) to 5 (very great extent). The findings are presented in table 4.3

Table 4.3. Gaps in agribusiness

Statements	**Mean**	**Mean %**	**Std. Dev.**
There are gaps in the type of agribusiness information I access	4.65	93%	0.184
Limited access to land among the youth is a great hindrance to practicing agribusiness	4.50	90%	0.223
Inadequate access to affordable credit for the youth for agribusiness makes the sector unattractive to young people	4.72	94%	0.175

Source: Field Survey 2016

From the findings 94% (mean=4.72) of the respondents indicated that to a great extent, inadequate access to affordable credit for the youth in agribusiness makes the sector unattractive to young people; 93% (mean=4.65) indicated there are gaps in the type of agribusiness information they access; while 90% (mean=4.50) indicated limited access to land among the youth is a great hindrance to practicing agribusiness. This is not a new finding. It corroborates a study by Shamah et al., (2010) which stated that young people do not have access to funding for agricultural purposes. It is clear that inadequate access to affordable finance for youth in agribusiness is an impediment for young people's engagement in the sector.

4.4.4. Solutions to agribusiness challenges

The study asked respondents to indicate how they solved the challenges they encountered in agribusiness. To reduce the harmful effects of pests on farm produce the respondents stated that they used pesticides, and observed weather patterns and planted crops that took less time to mature while some insured their crops and animals against extreme weather effects. Regarding inadequate access to financing, respondents stated that they sought credit from micro-credit institutions and Savings and Credit Cooperatives (SACCOs). The respondents were requested to list banks they knew had agribusiness credit products targeting the youth. Most of the respondents indicated that they were aware of Equity Bank of Kenya finance products for agribusiness while some were not aware of banks that offered agribusiness credit products for the youth. None of the respondents indicated that they sought Government allocated funds like the Youth Enterprises Development Fund "agri-vijana" loans meant to entice young people to venture into agribusiness. A study by Silva et al., (2009) found that government driven transformations programmes are created challenges and opportunities for producers, processors, wholesalers, retailers and other supply chain participants.

This study's finding on the Government of Kenya's initiative to accord young people access to affordable financing for agribusiness does not seem to provide opportunities for Ndumberi Ward youth. Adebayo et al. (2006) note that despite their (youth) rich rural life, farming background and experience, rural youth's effective participation in agriculture can be curtailed in the absence of viable institutional framework for mobilizing, developing and channelling the unique abilities, experiences and aspirations of rural youth towards agriculture.

4.4.5. Extent of agreement of statements regarding agribusiness

The respondents were requested to indicate the extent of agreement on various statements regarding agribusiness. The findings indicated that agribusiness is an alternative source of employment for youth that requires a multi-pronged approach to make promote attractive for young people The responses were placed on a five Likert scale ranging from 1 (strongly disagree) to 5 (Strongly Agree). The findings are presented in table 4.4.

Table 4.4. Extent of agreement of statements regarding agribusiness

Statements	Mean	Mean %	Std. Dev.
Does access to land, finance and information on agribusiness promote adoption of the practice among the youth	4.80	96%	0.132
Agribusiness is an alternative source of employment for young people in Kenya	4.62	92%	0.197
A background in agricultural training is important in agribusiness entrepreneurship	4.55	91%	0.256
Finding a market for farm produce is a great challenge for young people	4.75	95%	0.132
Agribusiness promotes food security, nutrition and agricultural innovation	4.50	90%	0.324
Networks for youth in agribusiness promote agricultural entrepreneurship	4.59	92%	0.157
Government regulations like licensing to a large extent affect youth engagement in agribusiness	4.60	92%	0.332

Source: Field Survey 2016

The study findings indicate that most (96%) of the respondents strongly agreed that access to land, finance and information on agribusiness promote adoption of the practice among the youth (mean=4.80). This was followed by 95% of respondents who strongly agreed that finding a market for farm produce is a great challenge for young people (mean=4.75); 92% strongly agreed that agribusiness is an alternative source of employment for young people in Kenya (mean4.62); government regulations like licensing to a large extent affect youth engagement in agribusiness (mean=4.60); and networks for youth in agribusiness promote agricultural entrepreneurship (mean=4.59). In addition, 91% strongly agreed that a background in agricultural training is important in agribusiness entrepreneurship (mean=4.55); while 90% strongly agreed that agribusiness promotes food security, nutrition and agricultural innovation (mean=4.50). The findings are similar to those of Shamah et al., (2010), that young people are unable to access finance from financial institutions because they do not possess acceptable security for banks and other lending institutions and Aphunu's (2010) study that found that traditional systems bestow land ownership to family heads, invariably the senior male of a household.

4.5. Influence of message reception of SSU on youth involvement in agribusiness

The third objective of the study was to assess how message reception of Shamba Shape Up influenced youth involvement in agribusiness. The question that the study sought to answer was: What is the influence of message reception of Shamba Shape Up on youth involvement in agribusiness? The findings supporting this objective are presented below.

4.5.1. Type of information received from Shamba Shape Up

The researcher asked respondents to list information they received from Shamba Shape Up. Most of the respondents received information on how to manage crops through spraying to control pesticides, how to control weeds to avoid crop infection, how to prepare land to make it ready for planting, and information on farm inputs to use during planting. A key informant specializing in agribusiness said:

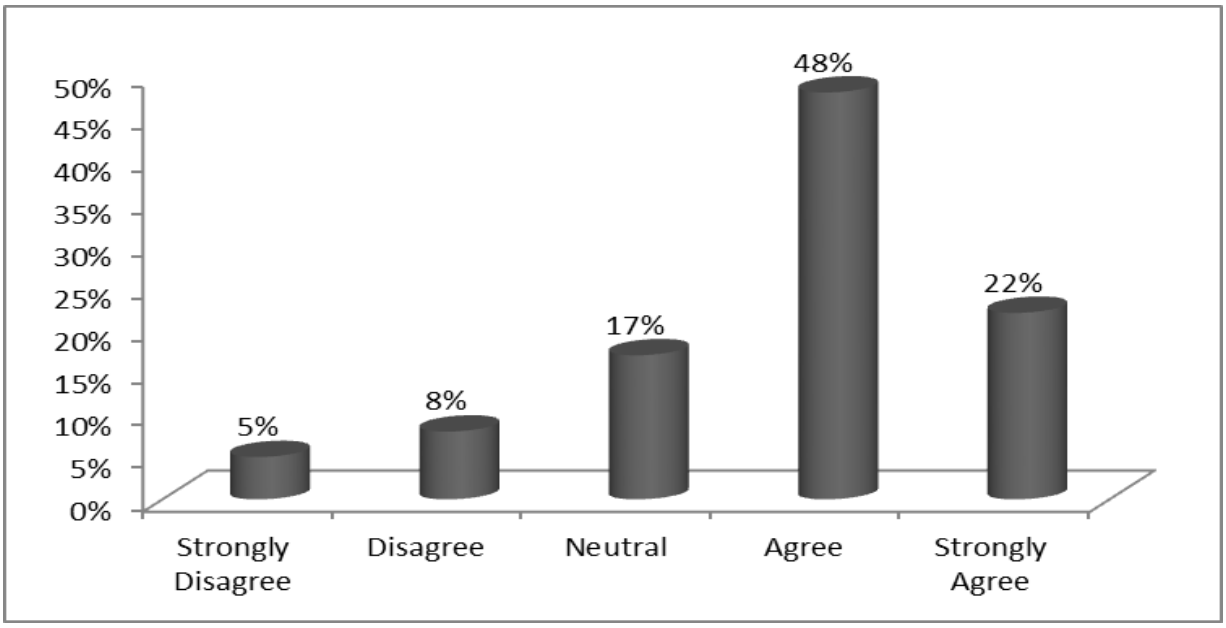
> *"The information delivered to the youth through the Shamba Shape Up programme is mostly on modern and best farming practices. This type of information equips the youth with great techniques on how to adopt efficient agribusiness practices. The information shared can be understood by people who have basic education and those with tertiary level of education making it easy for the audiences to apply the instructions," Key informant, Agribusiness Expert 4.*

As expected, television plays an important role in providing instructional information to the youth. From the findings above, it is apparent that Shamba Shape Up has significant capacity to influence youth through information dissemination on how to deal with challenges of agribusiness entrepreneurship over time. Similar Arguments are advanced in the innovation diffusion theory and other scholars like Rogers (2003), Brancheau and Wetherbay (1990) maintain that even though innovations typically offer its adopters novel ways of tackling day-to-day problems, potential adopters are motivated to seek additional information, particularly from their peers. Kangal et al., stated that increasing productivity, commercialization and competitiveness of agricultural commodities that will make agriculture more attractive to the youth. Aforementioned findings indicated that besides media, most youth's interest in agribusiness was influenced by family, friends and colleagues.

4.5.2. Relevance of Shamba Shape Up agribusiness information

The study sought to find out whether youth found information shared by Shamba Shape Up to be relevant to venture into agribusiness. The findings are presented in figure 4.10.

Figure 4.10. Relevance of Shamba Shape Up agribusiness information



Source: Field Survey 2016

From the findings 48% of the respondents strongly agreed that the information shared by Shamba Shape Up is relevant to young people who want to venture into agribusiness; 22% agreed; 17% were neutral; 8% disagreed; while 5% strongly disagreed. This depicts that the information shared by Shamba Shape Up provided a good base for youth acquire knowledge that could help them venture in agribusiness. The findings are a reflection of a study by Farm Africa (2014), that asserts that creating awareness on how to grow high-quality crops and livestock that can be sold will help young people develop income and employment opportunities in agriculture.

A key informant specializing in agribusiness said:

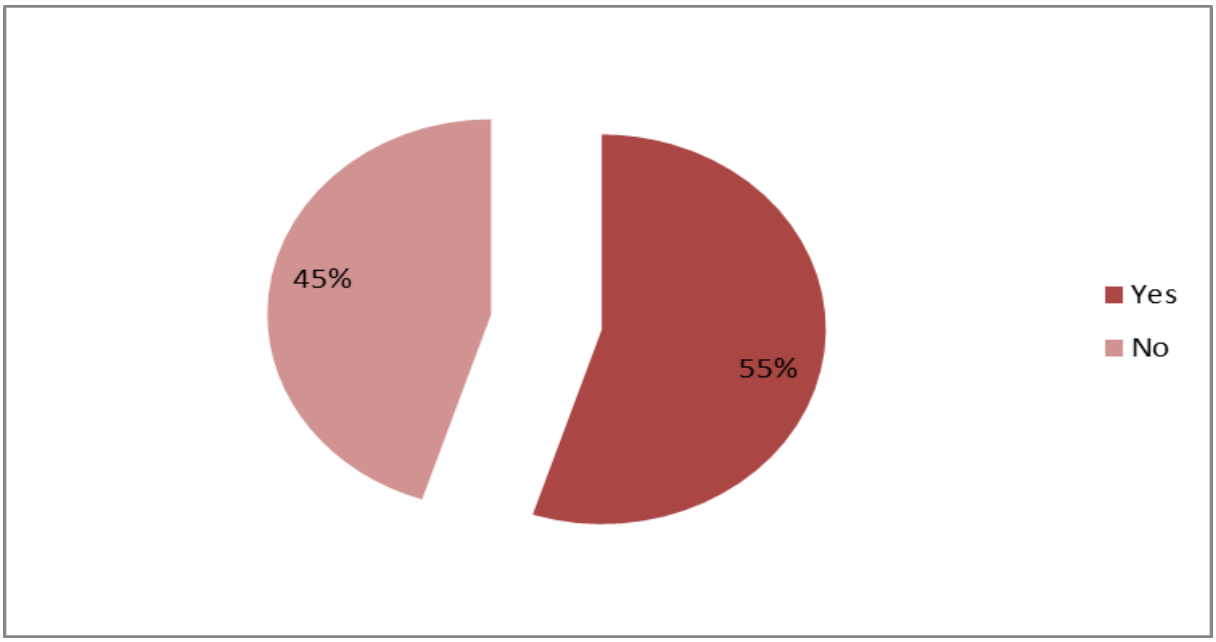
> *"Initially, most youth did not have interest in farming and agribusiness in general. This is because they thought that agriculture was meant for lower class people. As a result of relaying agribusiness information through Shamba Shape Up, there's increased interest in the sector by the youth - they find the information relevant, timely and practical which could help them venture into agriculture; specifically, agribusiness," Key informant, Agribusiness Expert 5.*

Similarly, a study Silva et al., (2009) found that the transformation of the agricultural sector towards a money making entity enabled the perception of the society and public towards entrepreneurship to change.

4.5.3. Quality and usability of information disseminated on Shamba Shape Up

The study sought to find out whether information disseminated on SSU was of high-quality and usable. The findings are presented in figure 4.11.

Figure 4.11. Quality and usability of information disseminated on Shamba Shape Up



Source: Field Survey 2016

Most (55%) respondents indicated that information on Shamba Shape Up was high-quality, and usable. Ojediran (1997), states that when information is used practically through venturing into agribusiness, it will help in improving food security. However, 45% of the youth revealed that information from the agribusiness was not usable and neither was it high-quality. This minimal percentage difference in quality and usability of SSU information is best put into perspective Stuart Hall's audience based theory of encoding and decoding meaning. Hall (1993), study noted that senders encode meaning according to their ideals and views which may lead to miscommunication or to the receiver understanding something very different from what the sender intended. This is also illustrated by aforementioned findings indicated that most (48%) youth found SSU information relevant. On the other hand, ILO (2012b) found that if agriculture was not able to deliver the desired living standards or the prospects for upward mobility, then the likelihood of attracting young people into or retaining them in the sector is minimal.

4.5.4. What youth like about Shamba Shape Up

To find out what youth liked about Shamba Shape Up, the study asked: What do you like about the agribusiness? The responses were placed on a five Likert scale ranging from 1 (no extent) to 5 (very great extent). The findings are presented in table 4.5

Table 4.5. What youth like about Shamba Shape Up

Statements	Mean	Mean %	Std. Dev.
High-quality, timely agricultural information	4.42	88%	0.128
Has episodes in English and Kiswahili to cater for diverse audiences	4.20	84%	0.224
The Shamba Shape Up Call Centre allows farmers to call and get answers to questions	4.28	86%	0.365
Agricultural experts in the programme use simple, easy to understand language	4.50	90%	0.152
Broadcasts on weekends, convenient to most young people	4.35	87%	0.226

Source: Field Survey 2016

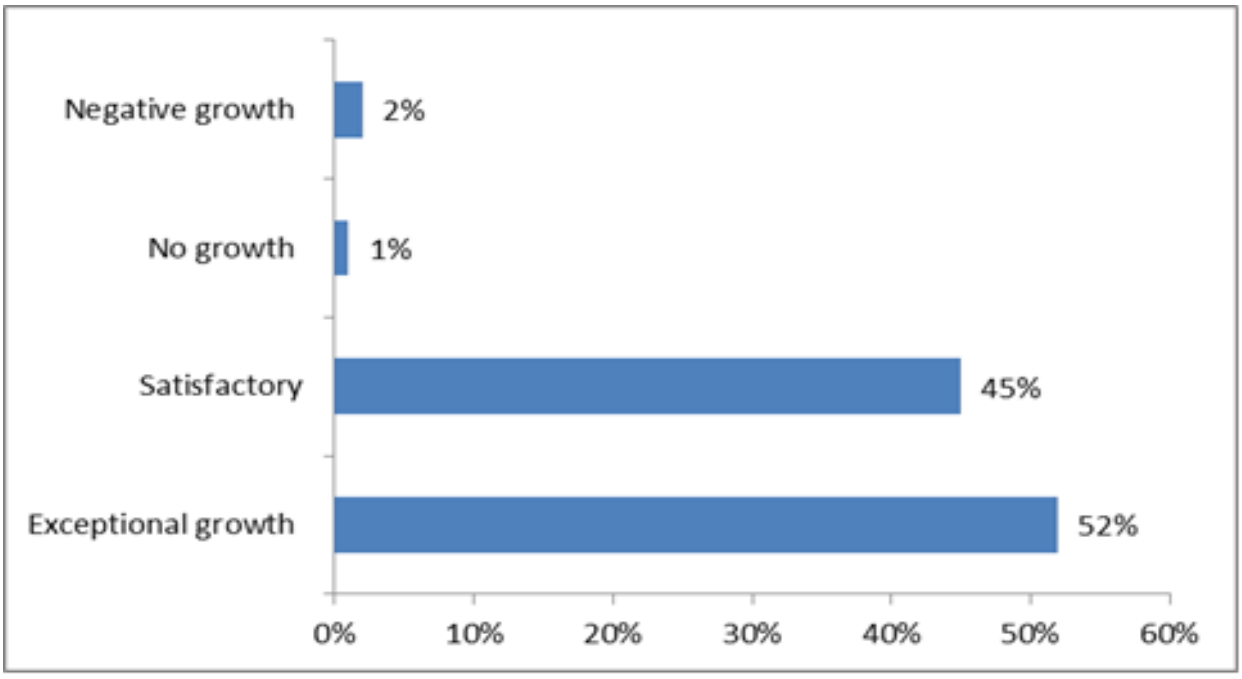
From the findings most (90%) respondents liked that agricultural experts in use simple, easy to understand language (mean=4.50); 88% indicated that Shamba Shape Up had high-quality, timely agricultural information (mean=4.42); 87% indicated that weekend broadcasts of the agribusiness was convenient to most young people (mean=4.35); 86% indicated that the Shamba Shape Up Call Centre allowed farmers to call and get answers to questions (mean=4.28); while 84% indicated that the has episodes in English and Kiswahili to cater for diverse audiences (mean=4.20). This depicts that what the respondents like about Shamba Shape Up is that agricultural experts in the programme use simple, easy to understand language. The findings echo the findings of a study by Oliver (1991) who asserts that information through TV s is simple and easy to understand hence it encourages more people to take up agriculture as an income generating activity with the potential to reduce unemployment rates.

Due to its in-depth nature of reporting, Shamba Shape Up helps deepen understanding of critical issues in agribusiness by disseminating high-quality, timely information using the two widely used languages in Kenya while still providing an opportunity for the youth to call the 's call centre to get their questions answered. Unlike the norm where television is a one-way medium, the call centre linked to the programme shortens the length of time it would take for audiences to get feedback – a feature unique to SSU.

4.5.5. Youth rating of agribusiness information on Shamba Shape Up

The study asked respondents to rate the type and level of agribusiness information on Shamba Shape Up. The findings presented in figure 4.12.

Figure 4.12. Overall rate of agribusiness information on Shamba Shape Up



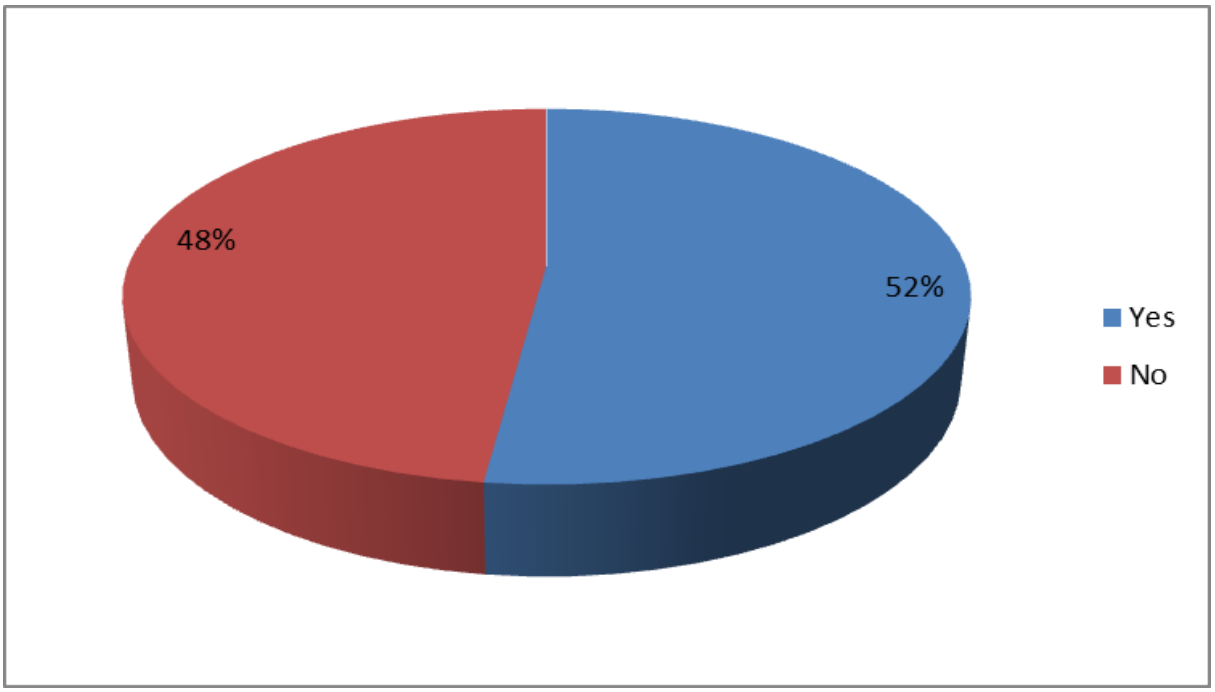
Source: Field Survey 2016

This data indicates that over time, the type and level of information on Shamba Shape Up has experienced exceptional growth. The finding agrees with a study by Bertow & Schultheis, (2007), who states that media has significant influence in the transfer modern agricultural technology information to literate, semi-literate and illiterate farmers alike. The responses are attributed to aforementioned findings that showed Shamba Shape Up covered several topic areas, had high-quality information that is usable and incorporated agribusiness experts in the programme.

4.5.6. Gaps on Shamba Shape Up agribusiness programme

The respondents were asked to indicate whether there were gaps on Shamba Shape Up's agribusiness. The findings are presented in figure 4.13

Figure 4.13. Gaps on Shamba Shape Up agribusiness programme



Source: Field Survey 2016

Most (52%) respondents indicated that Shamba Shape Up had gaps. This finding reveals that inasmuch as most youth indicated that Shamba Shape Up had high-quality, usable, relevant information that was augmented by agribusiness experts, gaps did exist. This is similar to aforementioned findings that indicated that youth who do not watch the programme experienced informational gaps in agribusiness.

It can be inferred that the thinking that agribusiness television programming does not necessarily bridge informational gaps. A key informant specializing in communications said:

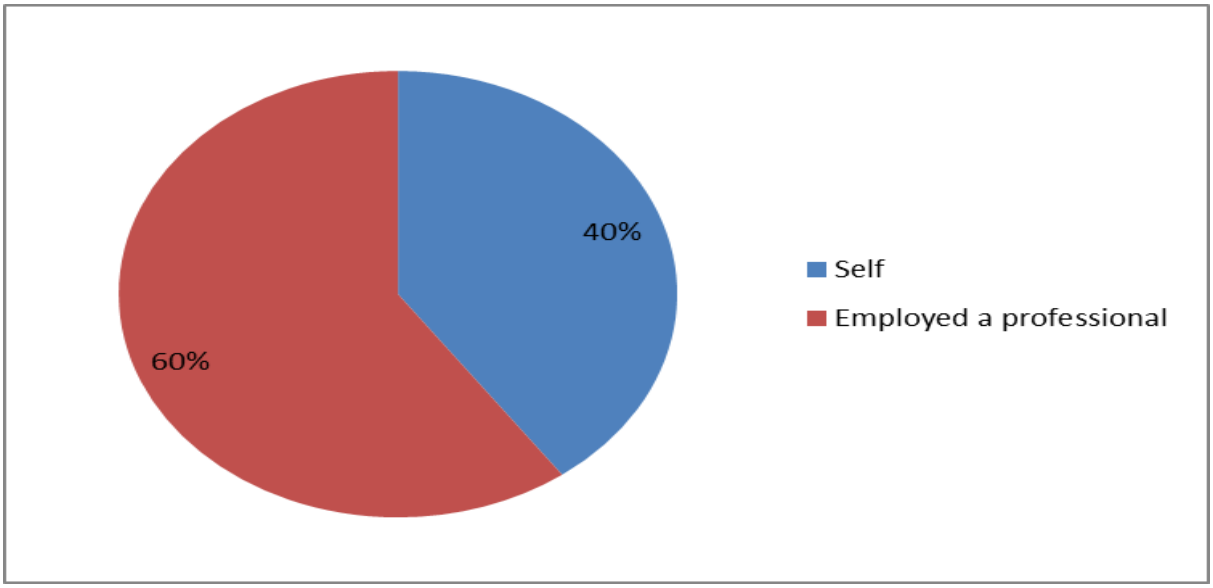
> *"There are gaps on the Shamba Shape Up and over time, the programme has devised ways to tackle the gaps. The main informational gap is that the content doesn't factor in the different geographical locations of the audiences. This can lead the viewers to assume that information shared can apply to all yet this is not the case. However, it is commendable that the programme features small-scale farmers from various parts of the country and that gives a feel of the agribusiness activities that take place in Kenya. Use of Agribusiness Experts to provide technical information helps in relaying the right information concerning agribusiness," Key informant, Communications Specialist 5.*

This finding points out to the fact that having access to agribusiness information was not an absolute guarantee that it would meet the needs of audiences. Nonetheless, a proportion of youth (48%) indicated that the information they accessed on Shamba Shape Up had no gaps.

4.5.7. Managing Shamba Shape Up gaps

The study asked respondents whether they managed the information gaps by themselves or hired professionals. The findings are presented in figure 4.14.

Figure 4.14. Managing Shamba Shape Up Gaps



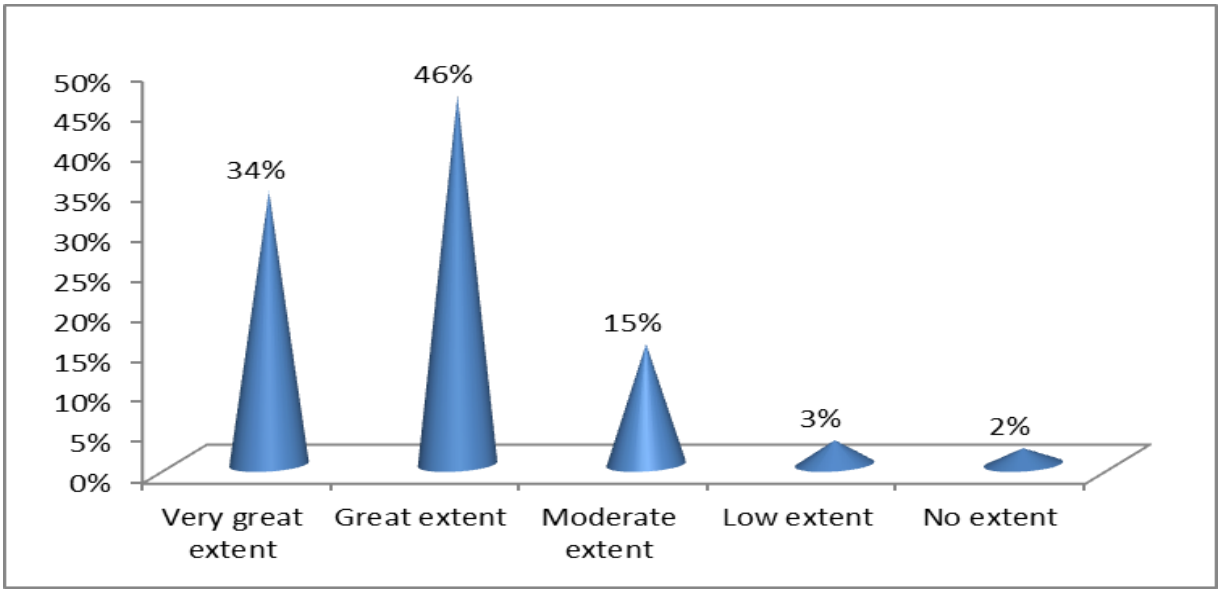
Source: Field Survey 2016

From the findings, 60% of the respondents indicated that they hired a proffession to manage the gaps in Shamba Shape up programme, while 40% indicated they mananged gaps by themselves. This data is supported by a significant proportion of youth who indicated in aforementioned fidnings that they earned 51,000 to more than 100,000 thousand shillings per month, an amount that could very well be used to seek external help in the agribusienss.

4.5.8. Extent of youth involvement in agribusiness

The respondents were requested to indicate the extent to which the message reception of Shamba Shape Up affected youth involvement in agribusiness. The findings are presented in figure 4.15.

Figure 4.15. Extent of youth involvement in agribusiness



Source: Field Survey 2016

The findings reveal that most youth's involvement in agribusiness was highly influenced by Shamba Shape Up's message reception. Message reception is a key element in communication effectiveness. A study by IFAD (2011) argued that lack of incentives and drudgery are some of the reasons why the youth are disinterested in agriculture.

Brooks (2013) underscored that the current limited effort by most governments to engage the youth in agriculture and target the youth specifically hinders their understanding the of constraints young people face and which is crucial in devising solutions to overcome them.

4.6. Influence of SSU's presentation method on youth uptake of farming as a career

The fourth objective of the study was to find out the extent to which Shamba Shape Up's presentation method influenced youth uptake of farming as a career. The specific question was: How does Shamba Shape Up presentation method influence youth uptake of farming as a career?

4.6.1. Effect of Shamba Shape Up on agribusiness

The study asked respondents to indicate how information from SSU affected the operation of their agribusiness venture. The findings are presented in table 4.6.

Table 4.6. Effect of Shamba Shape Up on agribusiness

Statement	**Frequency**	**Percentage**
Has made coordination of operations easier	35	70%
Has not changed operations of agribusiness	12	25%
Has made coordination of operations difficult	3	5%
Total	**50**	**100**

Source: Field Survey 2016

Most (70%) respondents indicated that agribusiness information from SSU made coordination of operations easier; a fourth indicated that the programme had not changed the way they carry out operations while 5% indicated that the information made coordination of operations difficult. Becker (1962) states that human capital theory is an overriding perspective on as on-the job-training training as an investment expected to raise future productivity while Minkler's (2003) study found that relational human capital contributes to a firms' economic performance just like new investments.

From the findings, most of the respondents (70%) had improved human capacity which improved productivity and agribusiness performance. A key informant specializing in agribusiness said:

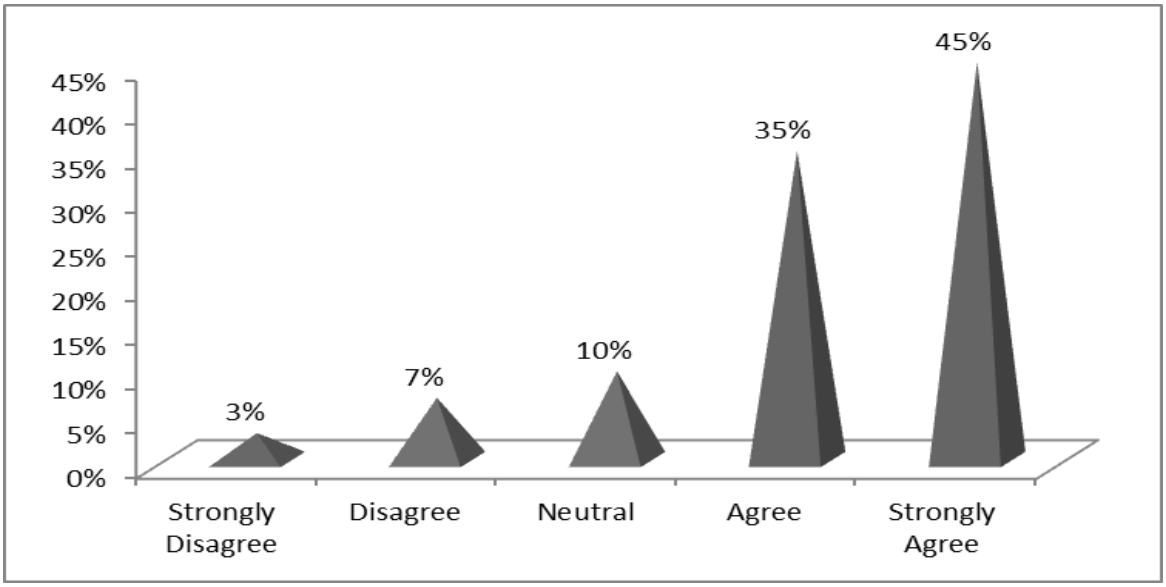
> *"Information from Shamba Shape Up agribusiness programme has been put into practice by many young people – they – youth, are the ones mostly engaged in carrying out the 'actual' agriculture especially when you consider greenhouse farming. Their quest to make work easier and more efficient pushes them to actively seek information to make farm operations easier," Key informant, Agribusiness Expert 1.*

Shamba Shape Up has built a database of viewers who have interacted with the programme through SMS, printed pamphlets, and the internet among other avenues in a bid to spread information on how start, run and operate successful agribusiness ventures. The quantitative and qualitative findings above show that unlike the study by Djurfeldt & Larsson (2004) that showed that low interest in farming by the youth, the poor state of agricultural productivity and low esteem of agriculture as manifested in rural-urban migration, lack of industrial firms to process agricultural products and skilled labour among others which led to worsening food deficit in Africa, youth who watch Shamba Shape Up could possibly be a unique population that is finding use for agribusiness information to improve operations.

4.6.2. Role of Shamba Shape Up in continued improvement of agribusiness

The study also asked respondents to indicate the extent to which Shamba Shape Up plays an important role in the continued improvement of agribusiness enterprise. The findings are presented in figure 4.16.

Figure 4.16 .Role of Shamba Shape Up in continued improvement of agribusiness



Source: Field Survey 2016

From the findings, Shamba Shape Up does play an important role in the continued improvement of agribusiness enterprise for the youth in Ndumberi Ward in Kiambu sub-County in Kiambu County. There is reasonable possibility that part of the reason why youth find SSU agribusiness information important is because all respondents have some sort of numeracy and literacy skills as indicated in aforementioned findings.

4.6.3. Messaging of Shamba Shape Up

The study asked respondents to indicate the extent of agreement on various statements regarding the type and nature of messages through SSU. The findings are presented in table 4.6.

Table 4.7. Messaging of Shamba Shape Up

Statements	Mean	Mean %	Std. Dev.
Information received through Shamba Shape Up has changed youth perception of agribusiness as a venture for the old	4.66	93%	0.342
Shamba Shape Up messaging encourages youth to engage in agribusiness activities	4.56	91%	0.221
I am a better agribusiness entrepreneur because of Shamba Shape Up	4.58	92%	0.190
Many young people I know, who practice agribusiness watch Shamba Shape Up to get more information to improve their farm's productivity	4.60	92%	0.165

Source: Field Survey 2016

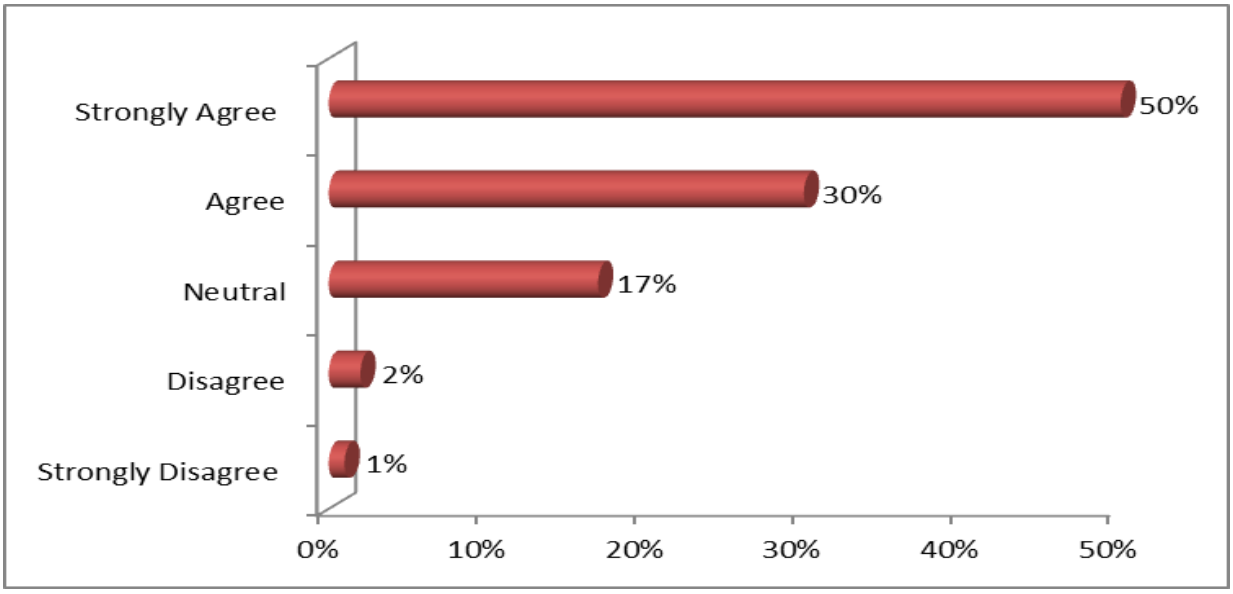
The findings indicate that to a significant proportion, Shamba Shape Up messaging changed had good reviews from the respondents inasmuch as aforementioned findings indicated that the youth found gaps in the agribusiness programme. From the findings 93% of the respondents strongly agreed that information received through Shamba Shape Up has changed youth perception of agribusiness as a venture for the old (mean=4.66); this was followed by 92% of respondents who strongly agreed that many young people watched Shamba Shape Up to get more information to improve their farm's productivity (mean4.60). Shamba Shape Up helped make 92% of the respondents' better agribusiness entrepreneurs (mean=4.58). 91% strongly agreed that Shamba Shape Up messaging encourages youth to engage in agribusiness activities (mean=4.56).

This depicts that information received through Shamba Shape Up has positively changed youth perception of agribusiness as a venture for the young people. These findings are in agreement with a study by Mbeine, (2012) who found out that Shamba Shape Up has changed the poor image of persons involved in agriculture. To further attract the youth into agriculture, deliberate efforts by agro-support agencies to make inputs such as good seed, fertilizers, basic mechanization and agricultural market information easily available and affordable is also a great step that when undertaken will contribute to attract young people into agribusiness ventures. Silva (2009) found that the agriculture industry has huge potential as a thriving business with full and active government backing to provide big opportunities to entrepreneurs while Bahaman et al., (2010) states that youth is the main focus acting as the backbone and catalyst for the country development goals.

4.6.4. Youth training on agribusiness

The study asked respondents to indicate their extent of agreement or disagreement with the statement that youth required training to help them adopt agribusiness information effectively. The findings are presented in figure 4.17

Figure 4.17. Youth training on agribusiness



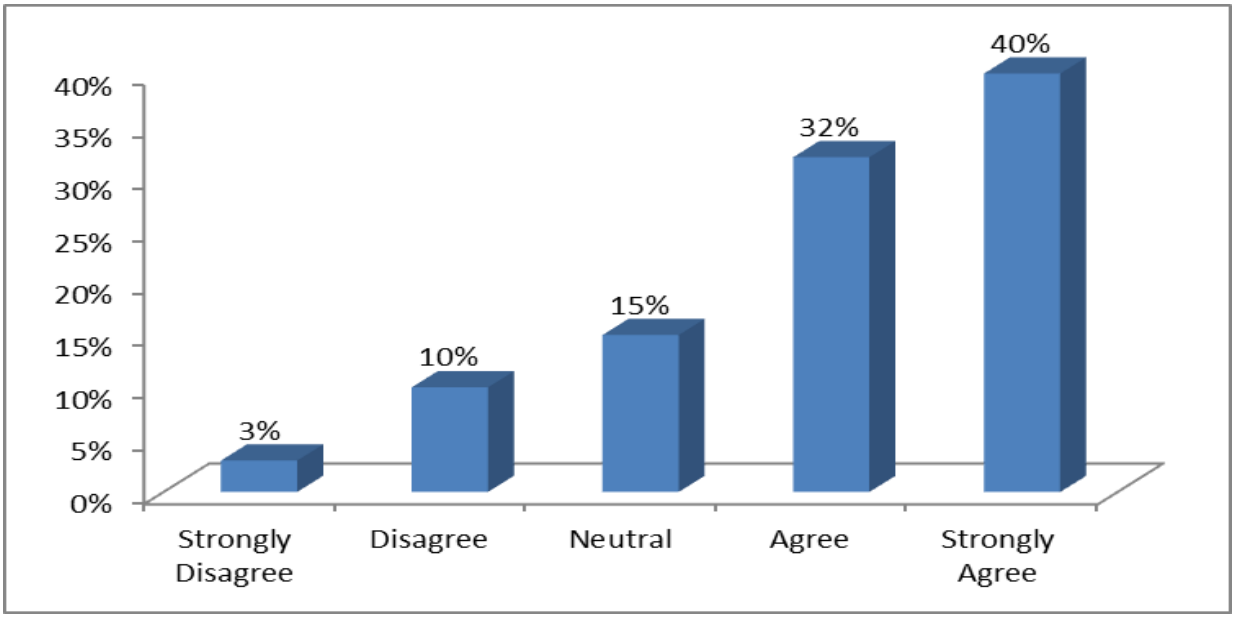
Source: Field Survey 2016

The small proportion of youth who indicated that they do not require training is a reflection of aforementioned findings in this study that revealed that some of the youth solved some of the information gaps in SSU by themselves. From the findings most youth of the respondents strongly agreed that they require training to help them use/adopt agribusiness information effectively. Shamah et al. (2010), states that training youth on various opportunities the agricultural sector can offer in terms of income generating initiatives is very crucial. Kenya's development depends on the youth's regimented, active and skilled performance in the agriculture sector.

4.6.5. Shamba Shape Up exposure of youth to modern cash economy

The respondents were asked to indicate the extent of agreement as to whether exposure of youth to modern cash economy through Shamba Shape Up improved engagement in agribusiness. The findings are presented in figure 4.18

Figure 4.18. Shamba Shape Up exposure of youth to modern cash economy



Source: Field Survey 2016

Most respondents agreed that SSU's exposure to modern cash economy improved engagement of youth to agribusiness. This finding shows that there is a shift of thinking of agribusiness as a "poor man's" economic activity with a concentration of older adults. A key informant specializing in communications said:

> *"The information youth receive from the Shamba Shape Up is helping to change the perception of how young people view farming. The programme has done a great job in highlighting stories of youth who have embraced agribusiness and are doing marvellous. Exposure to such information, and stories, is a great motivator for the youth to take up agribusiness as a career," Key informant, Communications Specialist 1.*

The finding corroborates a study by PAFNET, (2010), that exposures of youth to modern cash economy and technologies that give them access to information from around the world are changing the perceived needs of young people, and this must be recognized especially by leaders, thus harnessing the opportunities and challenges thereof.

4.6.6. Effectiveness Shamba Shape Up broadcast time

The respondents were requested to indicate whether they believed that Shamba Shape Up broadcasts at an appropriate time for the youth at 1:30 pm on Saturdays and Sundays. Most of the respondents indicated that the time not convenient because many of them are either running their agribusiness enterprises or, are about to leave places of worship.

4.7 Summary of key findings

The study found out that the influence of television in promotion of agribusiness to the youth is not clear. This was evidenced by a significant proportion of youth who were not persuaded by television to engage in agribusiness and a significant proportion of others whose perception of agriculture as a venture for the old was changed by television. The study also found that youth who watched Shamba Shape Up and those who did not watch the programme faced similar challenges and these included informational gaps, inadequate access to agribusiness finance, lack of pieces of land to practice agribusiness on large scale and extreme weather conditions. Whereas the study's main focus was on television's influence in promoting agribusiness to the youth, it emerged that perhaps mixed media could achieve great results in promoting agribusiness as evidenced by a significant proportion of youth who have access to radio and a significant proportion of others who access agribusiness information on television medium while others practiced agribusiness yet they indicated lack of access of mainstream information sources. This study therefore recommends that producers of Shamba Shape Up should have a multi-pronged communications approach that provides market linkages for farm produce, outreach and networking opportunities for youth with financial service providers and the government in order to holistically promote agribusiness.

The study concludes that the influence of television in promoting agribusiness to the youth in Kenya, a case of Shamba Shape Up on Citizen TV is inconclusive. However, televisions' engagement with the youth should move beyond passing agribusiness information to addressing the gaps and challenges faced by young people and igniting a wider discussion among the agriculture value chain market actors.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Overview

This chapter presents summary of study findings, conclusion and recommendations on the influence of television in promoting agribusiness to the youth in Kenya: a case of Shamba Shape Up on Citizen Television.

5.2 Summary of findings

The study found that it is inconclusive to draw a link that would specifically attribute youth involvement in agribusiness to television, a case of Shamba Shape Up. All respondents of the study practiced agribusiness and some indicated that they had access to agribusiness information while a significant proportion did not have access to agribusiness information. For all respondents, radio was the most accessed medium of information while television was preferred medium for agribusiness programmes for the youth who had access to agribusiness information. Land preparation and crop management were the two main topics accessed a significant proportion of the youth and that the type and level of agribusiness information on Shamba Shape Up had undergone exceptional growth.

The study found that information shared on Shamba Shape Up is relevant to most youth while a significant proportion indicated that the information relayed had gaps that required the youth to seek trainings and hire professionals to bridge the knowledge gap. Moreover, the study found that the obstacles that limited youth access to information were inadequate finance to purchase information sources, illiteracy and ignorance.

It is important to note that the respondents of the study had some form of literacy and numeracy skills and most earned a significant monthly income as indicated in the findings.

The study established that the challenges faced by respondents who watched Shamba Shape Up programme and those who do not watch the programme were similar and included inadequate finances to purchase the inputs; lack of pieces of land where they could practice agribusiness on large scale; extreme weather conditions that lead to the damage of crops, and destruction of crops by pests which lead to a lot of losses. Further, inadequate access to affordable agribusiness finance for the youth makes the sector unattractive to young people.

The study found that youth's interest in farming was influenced by multiple factors including media, family, friends, and colleagues; area of upbringing, potential of agribusiness returns and appropriateness of the information. In addition, the study found that respondents who watched Shamba Shape Up were pleased with agricultural experts featured on the programme because they use simple, easy to understand language, and that they made access to information on how to manage crops, control pest and weeds easier.

Further, the study established that information received through Shamba Shape Up changed youth perception of agribusiness as a venture for the old by exposing youth to information that made coordination of operations of agribusiness easier. The study also found that exposure of youth to modern cash economy through the programme improved engagement of youth in agribusiness to a large extent. However, the study established that for youth to use/adopt agribusiness information effectively, they needed training.

5.3. Conclusion

After analysis of data collected for this study, it is concluded that it is inconclusive to draw a link that would specifically attribute youth involvement in agribusiness to television in Kenya: a case of Shamba Shape Up on Citizen Television. This inconclusiveness is attributed to the choice of agribusiness programme, similarity of characteristics target population and area of study.

5.3.1 Influence of television on youth involvement in agribusiness is unclear

Development proponents have repeatedly referenced mass media in developing countries as a "driver of change". They do so because of the central role the mass media can play in respect of supporting better information, advocacy, accountability and promoting behaviour change. Is television working appropriately to drive change in promoting agribusiness to the youth in Kenya? The study revealed that this is not clear. A significant 40% of the youth in this study did not have access to agribusiness information yet they were players in the sector. This group of young people in agribusiness was influenced by a variety of factors including family, friends, colleagues, the projection of great returns in the sector, a source of employment, and some got involved in farming at an early age. Access to agribusiness information was not part of the equation in their uptake of agribusiness. However, most 60% (36) of the study participants had access to agribusiness information. Of these, most (45%) indicated that they accessed the agribusiness information on television while 35% indicated they accessed the information on radio. As much as television was a favourite for agribusiness information, most (52%) youth who accessed the content on Shamba Shape Up agribusiness programme indicated that it had gaps that limited the usage of the information in as much as some of it was relevant, appropriate and of high-quality. Could agribusiness programmes on television be misunderstood because of certain frictions within the audiences?

Stuart Halls' audience based theory of encoding and decoding helps in putting this into perspective. Senders encode meaning in their messages according to their ideals and views and messages are decoded by receivers according to their own ideals and views which may lead to miscommunication or to the receiver understanding something very different from what the sender intended (Hall 1993). Meaning is encoded by the sender and decoded by the receiver and the encoded meaning may be decoded to mean something else (Fiske 1987). Both producers and youth audiences of television agribusiness programmes have varying characteristics and so do the featured agro-entrepreneurs. These characteristics include biases that are both personal and cultural. For instance, agribusiness message producers have their own interpretation of each text they disseminate with the hope that audiences will react in a manner that will be predictable. Often times, when the message producers and consumers do not have shared characteristics to draw common understanding, individuals interpret the information in their own frame of reference. Even in contexts where both the sender and receiver share the same assumptions, rule set and cultural biases, there is still room for some sort of misunderstanding and miscommunication. Agribusiness information disseminated on Shamba Shape Up in some ways cannot be applied by all audiences because geographic locations of viewers vary the same way as the alkalinity and acidity of soil are fit or unfit for certain crops. In itself, understanding agribusiness messages does not necessarily mean that one will act on information as intended by the sender. This reality is not just present in the sender-receiver relationship in televisual discourses but in other media as well. Uptake of farming as a career is to a great extent is dependent on youths' interest, ability to learn, remember, problem-solve and pay attention rather than actual information disseminated through television.

As aforementioned, some participants of this study practiced agribusiness with no access to agribusiness information – a classic example of a media market that is untapped. However, all participants had some form of education which meant that they had basic cognitive and technical communication skills which enabled them to manage their agribusiness - they had numeracy and literacy skills to understand basic business aspects of agro-entrepreneurship. They have a know-how of people relations and are in a position to make rational decisions.

Youth involvement in agribusiness was not just contributed in part by access or lack of access to information but in youth's ability to pay attention of their surroundings and available agribusiness opportunities. Despite being a popular medium for promotion of job creation information, television is not the most accessible medium of communication for the youth. Radio reaches more people; it is cost effective and has the adaptability to break relevant and sometimes timely information on agribusiness unlike television that is capital intensive. The respondents of this study indicated that they a strong preference for radio.

5.3.2 Inadequate finance resources restrict youth uptake of agribusiness as a career

A central dysfunction of Citizen TV's Shamba Shape Up agribusiness is that it focuses on the overriding perspective of human investment only as opposed to both human and capital investment opportunities that would enable robust uptake of agribusiness by the youth. For example, in this study, respondents indicated that Shamba Shape Up offered information on various agribusiness topics complimented by agribusiness experts but the programme with limited information on marketing farm produce and none at all on sourcing for and accessing financial products for agribusiness purposes.

Availability of information on how to get started and to grow agribusiness with a specific focus on the agricultural practice without the business investment angle makes it tougher for young people who already believe the sector to be boring and for poor, uneducated elderly people, to take up agribusiness as a career. For these young people, agribusiness could be referred to as a "new innovation" from the backdrop that traditionally, most of those engaged in the sector are of a mature age. Shamba Shape Up's lack of financial information in the programme presents an innovation that is not inclusive of how the youth could result in enhanced social status as an individual amongst his / her peers. Image is an internal component of relative advantage, an independent predictor of adoption (Rogers, 2003).

Inadequate access to finances decreases the ability of youth to invest and buy production inputs which are critical agricultural assets. Besides Shamba Shape Up not offering information on financial access, the youth are not proactively looking for "agri-vijana" loans as evidenced in the report findings. A lack of initiative and ignorance from the youth, and the requirement of security for loans from financial institutions from young people who are mostly under-resourced are all evidence that the cost of youth taking up agribusiness as a career is restrictive.

5.4. Study recommendations

In light of the findings of the study the following recommendations are made:

Shamba Shape Up content curators and other media houses with agribusiness programmes need to conduct a comprehensive survey on gaps that exist within their programmes with audiences in mind to ensure that information disseminated helps to address day-to-day challenges of agribusiness entrepreneurs and connects youth to agro-support services providers like financial and training institutions.

The Kenyan government should roll out targeted communication campaigns that highlight not just the available opportunities in agribusiness but also inform and collect data about the YEDF's "agri-vijana" loans.

Donor agencies should invest their money in buying the risk of youth access to financial institutions; provide agricultural infrastructure and market linkages for agribusiness commodities to regional and international markets.

There is a need to train youth on relevant and timely agricultural innovations and methods of utilizing technologies which is very important towards imparting knowledge on agricultural entrepreneurship and encouraging them to join agribusiness.

5.5. Recommendations for further studies

Due to the limited range of scholarly literature that directly addresses the influence of television in promoting agribusiness to the youth in Kenya, additional research is needed not only to serve as a fundamental theoretical framework on the topic, but to also bring scholars closer to understanding the complex relationship between to television messaging and youth behaviour change in various development sectors such as education, health, and, democracy and governance. Specifically, how message reception relates to audience based theory.

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APPENDICES

APPENDIX 1: QUESTIONNAIRE

Thank you for agreeing to participate in this research. This questionnaire aims to collect information and data for academic use by the researcher, a Master of Arts student at the University of Nairobi. Please answer the questions precisely and objectively. Your responses will provide useful insights to analyse the influence of media in promoting agribusiness to the youth in Kenya. The information you provide will be treated in confidence. By completing and returning this questionnaire, you consent for the data you have provided to be included in the study. You do not have to indicate your name**.**

SECTION A: GENERAL INFORMATION

Name: ……... *(optional)*

Sex: Male [ ] Female [ ] **Age:** 18-21 [ ] 22-25 [ ] 26-30 [ ]

Education Level: KCPE [ ] KCSE [ ] Certificate [ ] Diploma [ ] Degree [ ] Masters [ ]

Job / Occupation: …….....

Income: Below 10,000 [ ] 11,000 – 30,000 [ ] 31,000 – 50,000 [ ] 51,000 –99,000 [ ] 100,000 and above [ ]

SECTION B: GENERAL QUESTIONS ***(Youth respondents practicing agribusiness – those who watch Shamba Shape Up and those who don't, in Ndumberi Ward).***

1. How did you develop an interest in agribusiness? *(Tick what is appropriate)*
    a) I grew up in a farm and got involved in farming at an early age

b) Farming is an alternate employment opportunity for the youth

c) There are great returns in farming; demand for food is high and supply low

d) My decision was influenced by media, family, friends, colleagues etc.

e) Other *(specify)* ……

2. What are your sources of general information? *(Tick what you have access to***)**

   TV [ ] Radio [ ] Newspapers [ ] Internet [ ] Books [ ] Family & Friends [ ]

3. List some of the obstacles that limit youth access to information sources?

   a) ……

   b) ……

   c) ……

   d) ……

4. Do you have access to agribusiness information? Yes [ ] No [ ]

   4 (i) If **YES**, what are your sources for agribusiness information?

   Agricultural extension officers [ ] Radio s [ ] Television s [ ] Newspapers [ ] Agro dealers [ ] Other *(specify)*…….

   4 (ii) What type of agribusiness information do you get from your sources?

   a) Land preparation

   b) Farm inputs (seeds/ fertilizer/ pesticides/ herbicides etc.)

   c) Crop management

   d) Marketing farm produce

   e) Other *(specify)* ……

5. Do you face any challenges in your farming venture (agribusiness)? Yes [ ] No [ ]

   5 (i) If YES, list the challenges

   a) ……

   b) ……

   c) ……

   d) ……

   5 (ii) How do you solve the challenges?

   a) ……

   b) ……

   c) ……

   d) ……

6. There are gaps in the type of agribusiness information I access.

   Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

7. Limited access to land among the youth is a great hindrance to practicing agribusiness.

   Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

8. Inadequate access to affordable credit for the youth for agribusiness makes the sector unattractive to young people.

   Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

   8 (i) List banks that you know that have agribusiness products targeting the youth

   a) ……

   b) ……

   c) ……

   d) I do not know any

9. Does access to land, finance and information on agribusiness promote adoption of the practice among the youth?

   Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

10. Agribusiness is an alternative source of employment for young people in Kenya

    Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

11. A background in agricultural training is important in agribusiness entrepreneurship

    Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

12. Finding a market for farm produce is a great challenge for young people

    Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

13. Agribusiness promotes food security, nutrition and agricultural innovation

    Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

14. Networks for youth in agribusiness promote agricultural entrepreneurship

    Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

15. Government regulations like licensing to a large extent affect youth engagement in agribusiness.

    Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

16. Do you watch Shamba Shape Up on Citizen Television? Yes [ ] No

    If YES, proceed to the next sections.

    If No, thank you for taking time to answer the above questions. Your participation is highly appreciated.

SECTION C:

17. What do you like about Shamba Shape Up on Citizen Television?

    a) High-quality, timely agricultural information

    b) Has episodes in English and Kiswahili to cater for diverse audiences

    c) The iShamba call centre allows farmers to call and get answers to questions

    d) Agricultural experts in the programme use simple, easy to understand language

    e) Broadcasts on weekends, convenient to most young people

    f) Other *(specify)* ……

18. What type of information have you received from Shamba Shape Up?

    a) …….

    b) …….

    c) …….

    d) …….

    e) ……

19. Does Shamba Shape Up disseminate high-quality, usable information? Yes [ ] No [ ]

    (i) If **YES**, explain how you have used information from the programme?

    ……..……

    (ii) If No, why? …….

20. Information shared by Shamba Shape Up is relevant to young people who want to venture into agribusiness

    Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

21. Overall, how would you rate the type and level of agribusiness information on Shamba Shape Up?

    Exceptional growth [ ] Satisfactory [ ] No growth [ ] Negative growth [ ]

SECTION D:

22. To what extent does message reception of the Shamba Shape Up programme affect youth involvement in agribusiness?

    Very great extent [ ] Great extent [ ] Moderate extent [ ] Low extent [ ] No extent [ ]

23. Information received through Shamba Shape Up has changed youth perception of agribusiness as a venture for the old

    Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

24. Shamba Shape Up messaging encourages youth to engage in agribusiness activities

    Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

25. I am a better agribusiness entrepreneur because of Shamba Shape Up

    Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

26. Many young people I know, who practice agribusiness watch Shamba Shape Up to get more information to improve their farm's productivity

    Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

SECTION E:

27. Are there gaps that exist on Shamba Shape Up's agribusiness programme? Yes [ ] No [ ]

    27 (i) If **YES**, how have you managed the gaps or are prevented them from occurring?

    Self [ ] Employed a professional [ ] Other *(specify)*……..

    If self, please indicate your area of raining ……...

28. My staff require training to help them use/adopt agribusiness information effectively

    Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

29. Shamba Shape Up plays an important role in the continued improvement of my agribusiness enterprise

    Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

SECTION F:

30. How has agribusiness information from Shamba Shape Up affected the operation of your agribusiness venture?

    a) Has made coordination of operations easier

    b) Has not changed coordination of operations

    c) Has made coordination of operations difficult

    d) Other *(Specify)*……

31. Exposure of youth to modern cash economy through Shamba Shape Up has improved their engagement in agribusiness to a large extent

    Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

32. Do you believe that Shamba Shape Up broadcasts at an appropriate time for the youth? (1:30 pm on Saturdays and Sundays)

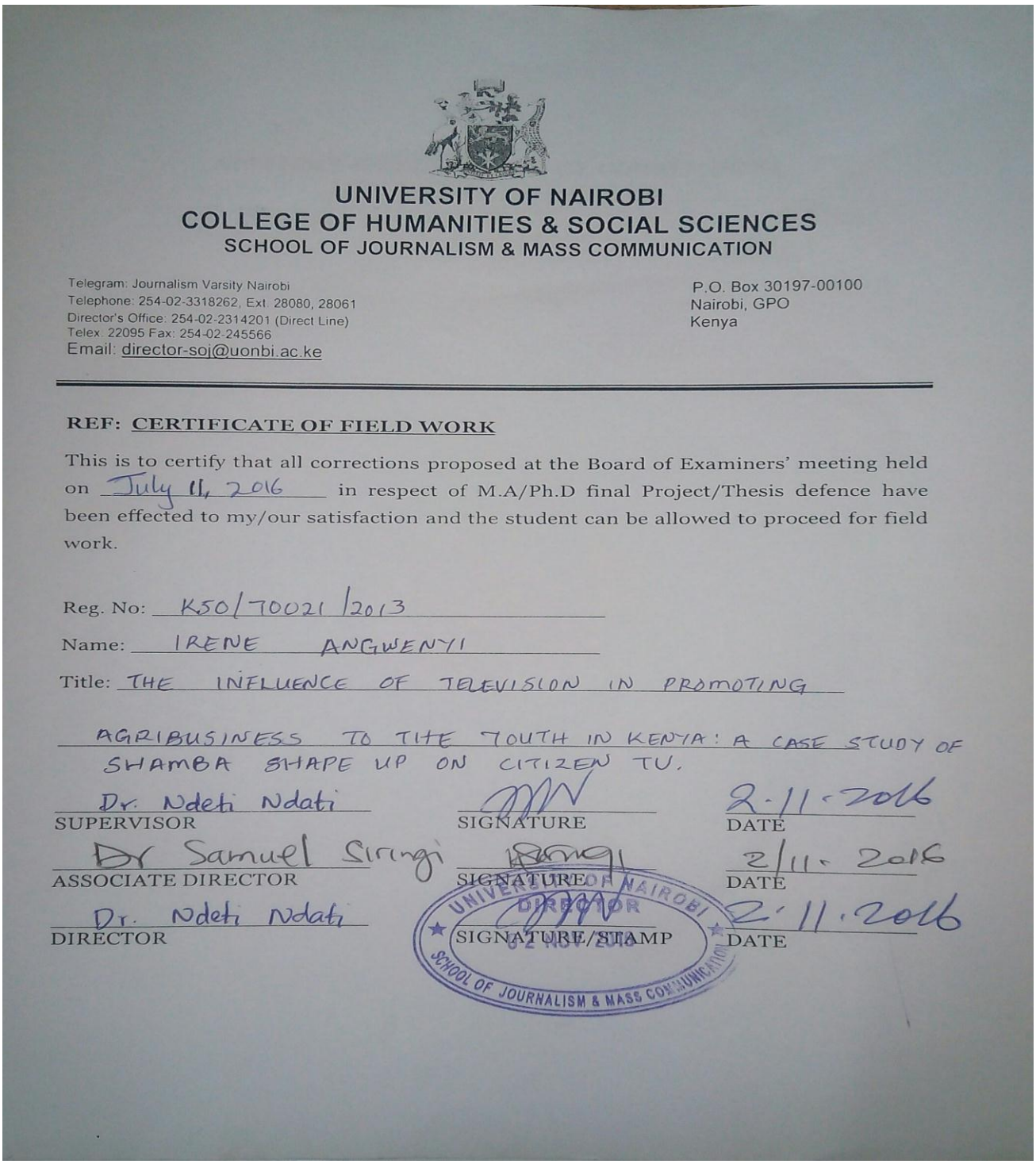
THE END* THANK YOU FOR YOUR COOPERATION

APPENDIX 2: INTERVIEW GUIDE

This interview guide aims at collecting information and data for academic use by the researcher. Your kind participation will go a long way in providing useful information required to complete this research. The information provided will be treated in confidence. You need not indicate your name. Please answer the questions precisely and objectively; the information will be treated confidentially. I consent for the data I have provided to be included in the study.

1. Do the youths have access to agribusiness information? And if yes describe how they obtain the information
2. Describe the type and level of agribusiness information accessible to the youth through Shamba Shape Up.
3. Do the youth lack interest on the type of information relayed through Shamba Shape Up?
4. Are there gaps that exist on agribusiness information for the youth? And if yes how are they prevented from occurring?
5. Has the information received by the youth through Shamba Shape Up put into practice in developing agribusiness?
6. Is agribusiness information relayed through Shamba Shape Up critical for the general sustainability of the enterprise?
7. How has agribusiness information through Shamba Shape Up affected the operation of agribusiness in the rural areas?
8. To what extent do you think Shamba Shape Up agribusiness information influences youth perception of farming as a career?

APPENDIX 3: CERTIFICATE OF FIELD WORK



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P.O. Box 30197-00100
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Kenya

REF: CERTIFICATE OF FIELD WORK

This is to certify that all corrections proposed at the Board of Examiners' meeting held on July 11, 2016 in respect of M.A/Ph.D final Project/Thesis defence have been effected to my/our satisfaction and the student can be allowed to proceed for field work.

Reg. No: K50/70021/2013

Name: IRENE ANGWENYI

Title: THE INFLUENCE OF TELEVISION IN PROMOTING AGRIBUSINESS TO THE YOUTH IN KENYA: A CASE STUDY OF SHAMBA SHAPE UP ON CITIZEN TV.

Dr. Ndeti Ndati		2-11-2016
SUPERVISOR	SIGNATURE	DATE
Dr Samuel Siringi		2/11/2016
ASSOCIATE DIRECTOR	SIGNATURE	DATE
Dr. Ndeti Ndati		2-11-2016
DIRECTOR	SIGNATURE/STAMP	DATE

UNIVERSITY OF NAIROBI DIRECTOR 02 NOV 2016 SCHOOL OF JOURNALISM & MASS COMMUNICATION

APPENDIX 4: DECLARATION OF ORIGINALITY

UNIVERSITY OF NAIROBI

Declaration of Originality Form

This form must be completed and signed for all works submitted to the University for examination.

Name of Student Irene Angweny

Registration Number K50/76021/2013

College ~~SOJ~~ of Humanities & Social Sciences

Faculty/School/Institute SOJ

Department S.O.J

Course Name ~~Project~~ MA Communication Studies

Title of the work The influence of television in promoting agribusiness to the youth in Kenya: A case study of Shamba Shape Up on Citizen TV.

DECLARATION

1. I understand what Plagiarism is and I am aware of the University's policy in this regard
2. I declare that this Project (Masters) (Thesis, project, essay, assignment, paper, report, etc) is my original work and has not been submitted elsewhere for examination, award of a degree or publication. Where other people's work, or my own work has been used, this has properly been acknowledged and referenced in accordance with the University of Nairobi's requirements.
3. I have not sought or used the services of any professional agencies to produce this work
4. I have not allowed, and shall not allow anyone to copy my work with the intention of passing it off as his/her own work
5. I understand that any false claim in respect of this work shall result in disciplinary action, in accordance with University Plagiarism Policy

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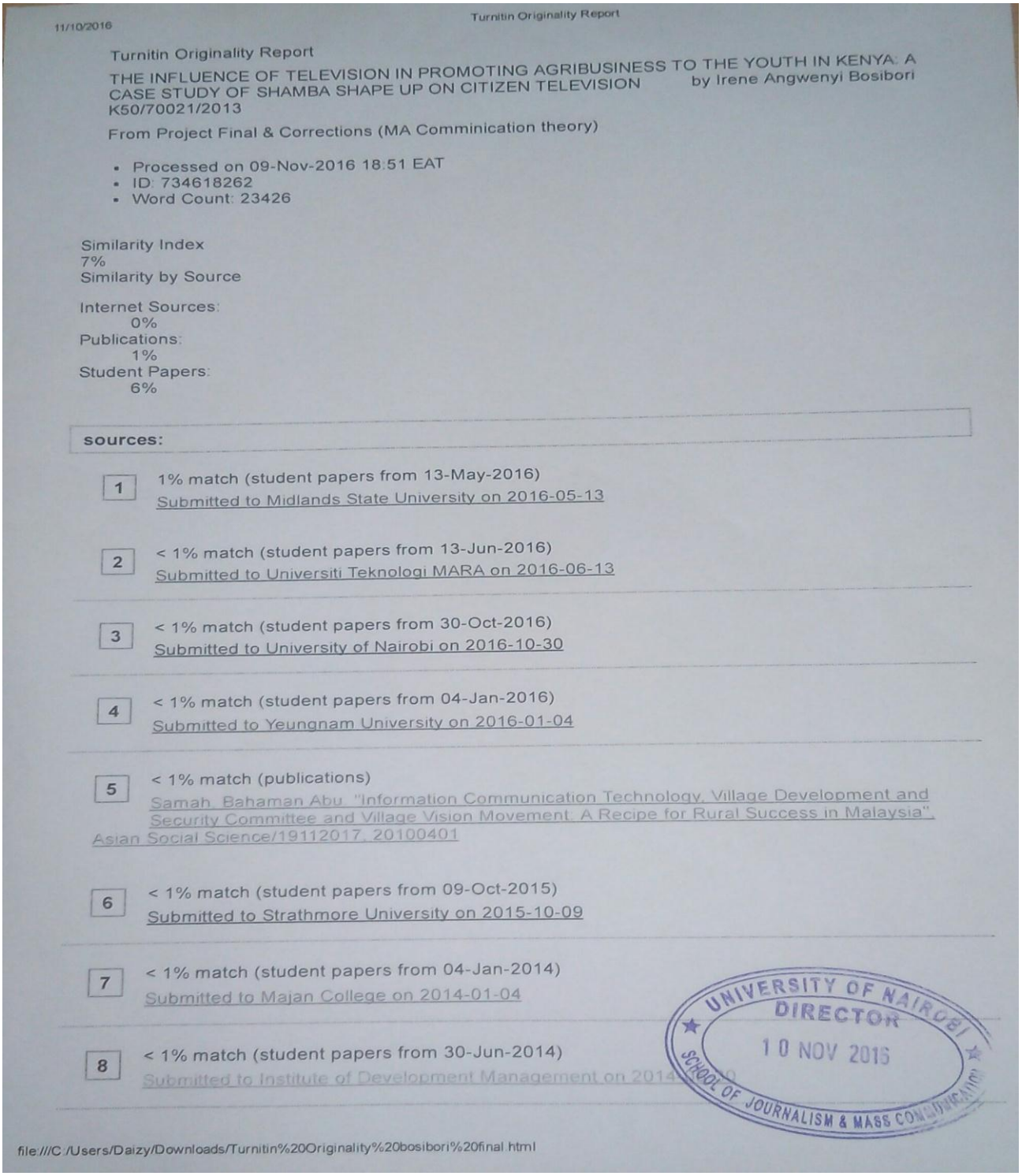
Signature _____

Date 11/11/2016

APPENDIX 5: PLAGIARISM RESULTS



11/10/2016 Turnitin Originality Report

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2 < 1% match (student papers from 13-Jun-2016)
Submitted to Universiti Teknologi MARA on 2016-06-13

3 < 1% match (student papers from 30-Oct-2016)
Submitted to University of Nairobi on 2016-10-30

4 < 1% match (student papers from 04-Jan-2016)
Submitted to Yeungnam University on 2016-01-04

5 < 1% match (publications)
Samah, Bahaman Abu, "Information Communication Technology, Village Development and Security Committee and Village Vision Movement: A Recipe for Rural Success in Malaysia", Asian Social Science/19112017, 20100401

6 < 1% match (student papers from 09-Oct-2015)
Submitted to Strathmore University on 2015-10-09

7 < 1% match (student papers from 04-Jan-2014)
Submitted to Majan College on 2014-01-04

8 < 1% match (student papers from 30-Jun-2014)
Submitted to Institute of Development Management on 2014-06-30

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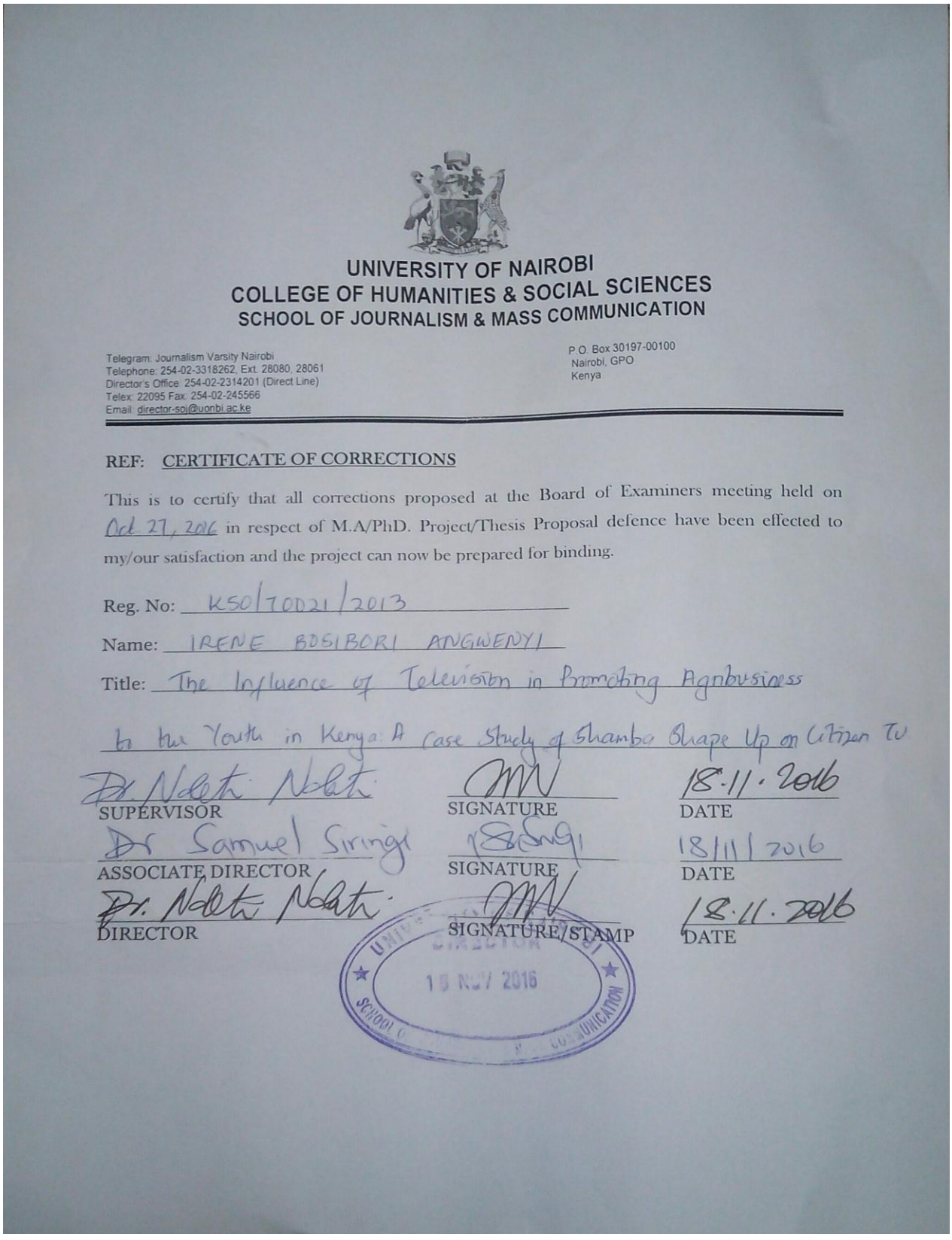
file:///C:/Users/Daizy/Downloads/Turnitin%20Originality%20bosibori%20final.html

APPENDIX 6: CERTIFICATION OF CORRECTION



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REF: CERTIFICATE OF CORRECTIONS

This is to certify that all corrections proposed at the Board of Examiners meeting held on Oct. 27, 2016 in respect of M.A/PhD. Project/Thesis Proposal defence have been effected to my/our satisfaction and the project can now be prepared for binding.

Reg. No: K50/70021/2013

Name: IRENE BOSIBORI ANGWENYI

Title: The Influence of Television in Promoting Agribusiness to the Youth in Kenya: A Case Study of Shamba Shape Up on Citizen TV

Dr. Nobert Nobert		18.11.2016
SUPERVISOR	SIGNATURE	DATE
Dr Samuel Siringi		18/11/2016
ASSOCIATE DIRECTOR	SIGNATURE	DATE
Dr. Nobert Nobert		18.11.2016
DIRECTOR	SIGNATURE/STAMP	DATE

18 NOV 2016